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RELEASE

**CBS RADIO PITTSBURGH ANNOUNCES PARTNERSHIP WITH NRG FOR THE 2016  
SANTA SPECTACULAR TO KICK OFF THE HOLIDAY SEASON**

**Friday, Nov. 18 at Point State Park**

**PITTSBURGH, PA, November 15, 2016** – CBS RADIO Pittsburgh and NRG have teamed up to present the **18<sup>th</sup> Annual Santa Spectacular** at Point State Park, Friday, Nov. 18. Festivities kick off at 5:00 PM with the opening of Winter Wonderland booths and local dance and music groups performing holiday features. A complete list of activities can be found at [www.SantaSpectacular.com](http://www.SantaSpectacular.com).

This year's highlights include visits with Santa in his workshop custom built by Empire Roofing & More along with a Santa sing-a-long on the main stage, hot beverages in the warm-up tent with NewsRadio 1020 KDKA, and a dance party with 100.7 Star where guests of all ages can enjoy their favorite music with a festive glow party. In addition there will be food trucks, ice sculptures, treats and entertainment throughout the evening. A lighted holiday display will welcome guests through the Tunnel for the 8:30 PM fireworks at the Point.

*"We're excited to continue to provide families a fun and festive place to kick-off the holiday season," said Michael Young, CBS RADIO Pittsburgh Senior Vice President and Market Manager. "The activities, stage show and fireworks that we bring to Point State Park can be enjoyed by all ages."*

"The Santa Spectacular is a wonderful Pittsburgh holiday tradition," said Mike Starck, general manager, NRG Retail East division. "NRG is excited and proud to help light the holidays and bring the city together to celebrate the season."

Since 1998, the Santa Spectacular show has become a staple for families in the Pittsburgh region. This year the show is produced by CBS RADIO Pittsburgh and sponsored by NRG, Highmark Blue Cross Blue Shield, Allegheny Health Network, Rohrich Automotive Group and other sponsors.

**About CBS RADIO Pittsburgh**

CBS RADIO, one of the largest major-market radio operators in the United States, owns and operates KDKA-FM (Sportsradio 93-7 The Fan), KDKA-AM (Newsradio 1020 KDKA), WBZZ-FM (100.7 Star, Plays The Hits) and WDSY-FM (Y108, Pittsburgh's Country) in Pittsburgh. As part of CBS Corporation, CBS RADIO operates 117 radio stations in 26 markets as well as an extensive array of digital assets.

### **About NRG**

NRG is the leading integrated power company in the U.S., built on the strength of the nation's largest and most diverse competitive electric generation portfolio and leading retail electricity platform. A Fortune 200 company, NRG creates value through best in class operations, reliable and efficient electric generation, and a retail platform serving residential and commercial businesses. Working with electricity customers, large and small, we continually innovate, embrace and implement sustainable solutions for producing and managing energy. We aim to be pioneers in developing smarter energy choices and delivering exceptional service as our retail electricity providers serve almost 3 million residential and commercial customers throughout the country. More information is available at [www.nrg.com](http://www.nrg.com). Connect with NRG Energy on Facebook and follow us on Twitter @nrgenergy.

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