



FOR IMMEDIATE RELEASE
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98.5 KLUC'S 15TH ANNUAL CHET BUCHANAN & THE MORNING ZOO TOY DRIVE
Record Breaking Totals of Toys, Bikes, and Gift Cards Will Help Many Families Starting Today

LAS VEGAS, NEVADA – Chet Buchanan, Morning Host on 98.5 KLUC, has done it again! Endured the cold weather for 12 straight days for 98.5 KLUC's 15th Annual Chet Buchanan & The Morning Zoo Toy Drive, and finishing off strong with 25 fifty foot trucks, 5,014 bikes, and \$322,132 in cash & gift cards, breaking last year's records.

The 12-day event benefits HELP of Southern Nevada, a nonprofit organization that assists less fortunate families during the holiday season. Starting today, they will be helping over 3,000 families, and also helping out 45 other nonprofit organizations in southern Nevada.

The KLUC Toy Drive was a success with the support from the Las Vegas community & celebrities that contributed to this amazing event! As many would say, the Chet Buchanan & The Morning Zoo Toy Drive has become an annual tradition within their family, friends, and companies, and will continue to be a part of it in the years to come.

This event wouldn't be possible without our great sponsors NV Energy, Kmart, Century Link, Centennial Toyota, Nevada State Bank, Chevron, American Family Insurance, Papa John's, PT's & Sierra Gold, Walgreens, Hooters, Barrick Gold, Naqvi Law 702 Injured, The Jewelers of Las Vegas, Las Vegas Carpenter's Union, SAFWAY, H&E Equipment Rentals, Blue Star Barricades, Sin City Portables, Hertz, Republic Services, and Cooling & Power Rentals. A huge thank you goes out to KVVU FOX 5 News for the support & everyday coverage they gave us throughout the whole event!

For photos & videos of the 15th Annual Chet Buchanan & The Morning Zoo Toy Drive, please visit www.kluc.com, and tune into 98.5 KLUC for Chet Buchanan & The Morning Zoo weekdays 6am-10am. KLUC can be heard on-air, streaming online, and through the Radio.com app for a variety of mobile devices.

About CBS RADIO Las Vegas:

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About HELP of Southern Nevada:

HELP of Southern Nevada is a 501-C3 organization, started in 1970 by the Junior League of Las Vegas. Its mission is “to assist individual and families to become self-sufficient through direct services, training and referral.”

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