670 KBOI Delivers Again For Treasure Valley Children Through 4th Annual US Marine Corps Reserve Toys For Tots Drive, Idaho’s Biggest Toy Drive

BOISE, ID, December 10, 2020 — CUMULUS MEDIA announces that NewsTalk 670 KBOI and Idaho Central Credit Union hosted Idaho’s biggest toy drive on Thursday, December 3rd through Sunday, December 6th, bringing in well over 70,000 toys and $27,000 in cash donations benefiting the US Marine Corps Reserve Toys for Tots program for Treasure Valley children in need this holiday season. From 5am, Thursday, December 3rd, through 5pm, Sunday, December 6th, 670 KBOI listeners and sponsors completely filled a 53-foot trailer donated by Utility Trailer of Boise and decorated by Image 360. The fourth annual toy collection event was held at the Sportsman’s Warehouse parking lot in Meridian, ID.

670 KBOI’s Kasper & Chris broadcasted live Thursday and Friday mornings from the Allan Marsh Travel Center RV. Nate Shelman debuted “Shelman Claus” during his afternoon show on KBOI, while the KBOI news staff all volunteered their time for the cause. Supporting partners CBS2, Right Now Heating & Air, Radix Construction, Everything Hearing, Franz Whitte Landscaping, and Harold’s Auto Body donated well over $30,000 in toys for local children, in addition to supporting the drive with advertising. 670 KBOI also worked with Boise Valley POW-MIA, a veterans group dedicated to the honoring of veterans of all U.S. Armed Forces branches and eras, to make the drive a tremendous success.

Nate Shelman, Program Director, NewsTalk 670 KBOI, said: “Seeing the outpouring of support in our fourth year and in this year of shutdowns and nationwide frustration was simply breathtaking. We’re proud to contribute to the mission of the US Marine Corps Toys For Tots program!”

Sgt. Brandon Miller, USMC, said: “The donations of cash and toys will allow the Toys for Tots program to cover the needs of over 20,000 kids from Baker City, Oregon southeast through Caldwell, Nampa, Boise, Mountain Home, Twin Falls and Pocatello, Idaho. We’re excited to be bringing these families a happy holiday.”

About CUMULUS MEDIA

CUMULUS MEDIA (NASDAQ: CMLS) is a leading audio-first media and entertainment company delivering premium content to over a quarter billion people every month — wherever and whenever they want it. CUMULUS MEDIA engages listeners with high-quality local programming through 422 owned-and-operated stations across 87 markets; delivers nationally-syndicated sports, news, talk, and entertainment programming from iconic brands including the NFL, the Masters, the Olympics, the
Academy of Country Music Awards, and many other world-class partners across nearly 8,000 affiliated stations through Westwood One, the largest audio network in America; and inspires listeners through its rapidly growing network of original podcasts that are smart, entertaining and thought-provoking. CUMULUS MEDIA provides advertisers with personal connections, local impact and national reach through on-air and on-demand digital, mobile, social, and voice-activated platforms, as well as integrated digital marketing services, powerful influencers, full-service audio solutions, industry-leading research and insights, and live event experiences. CUMULUS MEDIA is the only audio media company to provide marketers with local and national advertising performance guarantees. For more information, visit www.cumulusmedia.com.

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