



*** FOR IMMEDIATE RELEASE ***

GO COUNTRY 105 ROLLS OUT THE "CHUCK WAGON"

UNVEILING ON KTLA-TV TO FEATURE
LIVE PERFORMANCE BY STEEL MAGNOLIA



(LOS ANGELES, CA) January 19, 2011 - On Monday, January 24th, KKGO-FM "Go Country 105" will unveil its "Chuck Wagon," the first ever radio station food truck. The event will be featured on the KTLA Morning News, and to help celebrate the launch star country duo Steel Magnolia will be on hand with a live performance and the first official "sandwich naming."

"In an age of unlimited media choices and competition, we're constantly trying to think outside the box to maintain our current fans and reach new listeners," says station manager and marketing director, Michael Levine. "We're proud to roll out this original concept, which we believe is the first of its kind."

"While this is a marketing vehicle - pun intended - for Go Country 105, we're committed to a unique and top quality food truck experience for our fans," says Mt. Wilson creative director, P.J. Ochlan. "Along with incredible food, your lunch might be accompanied by fun promotions, giveaways or even a live performance by a country superstar."

Go Country 105's culinary partner for the Chuck Wagon is B Sweet Catering. Founded by Barbara Batiste, B Sweet Catering has been taking Southern California by storm with its delicious creations, earning corporate clients including ING Direct, Nike, Disney and many more. B Sweet Catering was also voted 2010-11 "Best Desserts in LA" by Citysearch.com.

The Go Country 105 Chuck Wagon menu will feature a rotating daily selection of Southern, country and Tex-Mex specialties including the "Boot Scootin' Boogie" BBQ Chicken Sandwich, Shrimp Po' Boys, Chili with fresh-baked cornbread and creative salads. Regular fans will also be able to pre-order and create their own sandwiches.

The Chuck Wagon will make regular stops around L.A. and Orange Counties for lunch service, and will also be available for special events. Daily locations, menus, bookings and other info will be available at www.GoCountry105.com/chuckwagon as well as dedicated Facebook and Twitter feeds linked on the website.

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