



## **NEWSRADIO KFBK TO BROADCAST THE HONOR GROUP'S HONOR BOWL IN SUPPORT OF MILITARY VETERANS**

*Charity Football Games to Raise Money and Awareness for Veterans in Need*

**Sacramento, Ca. - Aug. 12, 2014** - Clear Channel Media and Entertainment Sacramento's NewsRadio KFBK and The Honor Group, Inc., a community organization dedicated to educating, empowering and equipping military veterans for success, today announced a broadcast partnership for the fifth annual Honor Bowl, a high school football showcase that educates the community about the needs of military veterans. NewsRadio KFBK, Sacramento's News, Weather and Traffic Station, will broadcast live from the Northern California Honor Bowl's two marquee games on Friday, August 29 and Saturday, August 30 at 8 p.m. PT.

The two-day Honor Bowl fundraiser will feature five games and 10 high schools from three states. The broadcasts will help The Honor Group to attract sponsors to the Honor Bowl, and proceeds from the event's ticket sales will help purchase aftermarket rehabilitation equipment benefiting disabled veterans throughout the country. NewsRadio KFBK sports anchor Bill Herenda and on-air personality Pat Walsh will host the live remote broadcasts and will encourage its listeners to support disabled veterans by donating online at [www.thehonorgroup.org](http://www.thehonorgroup.org).

"Bringing together students and the community through sport to raise awareness of the sacrifice of our veterans is core to The Honor Group, and we are grateful to NewsRadio KFBK for helping to facilitate this cause," said Mark Soto, Executive Director and Founder of The Honor Group.

NewsRadio KFBK's broadcast of the game between Del Oro High School and Kamehameha, HI will take place on August 29 beginning at 8 p.m., and the Clayton Valley vs. Carson City, NV game will be broadcast on August 30 at 8 p.m. Established in 2010, the Honor Bowl has hosted more than 70 schools and an estimated 70,000 sport fans, with the purpose of educating student athletes, coaches and community on the needs of military veterans. The 2014 Honor Bowl High School Football Showcase will take place in Loomis, Calif., August 29-30 and Oceanside, Calif., September 5-6.

"The Honor Bowl is a mainstay football event that NewsRadio KFBK is excited to be a part of," said Ken Charles, Vice President of Operations for Clear Channel Media and Entertainment Sacramento. "Through our promotion and broadcast of the Honor Bowl, we hope to amplify The Honor Group's message about the needs of veterans in the Sacramento community and beyond."

Since June 2013, NewsRadio KFBK has supported Clear Channel's [iHeartRadio Show Your Stripes](#), the most mainstream public campaign addressing the growing issue of U.S. unemployment in communities across the country. iHeartRadio Show Your Stripes is the largest public service program in the company's history and has attracted over **3,000 national and local companies** nationwide that have shared stories of veteran employment success.

**About Clear Channel Media and Entertainment Sacramento:**

Clear Channel Sacramento owns and operates KBEB-FM; KQJK-FM; KHYL-FM; KSTE-AM; and KFBK-AM and is part of Clear Channel Media and Entertainment. With 245 million monthly listeners in the U.S., Clear Channel Media and Entertainment has the largest reach of any radio or television outlet in America. Clear Channel Media and Entertainment serves 150 cities through 840 owned radio stations. The company's radio stations and content can be heard on AM/FM stations, HD digital radio channels, Sirius/XM satellite, on the Internet at iHeartRadio.com and on the company's radio station websites, on the iHeartRadio mobile application on iPads and smartphones, and used via navigation systems from TomTom, Garmin and others. The company's operations include radio broadcasting, online and mobile services and products, live concerts and events, syndication, music research services and independent media representation. Clear Channel Media and Entertainment is a division of CC Media Holdings, Inc. (OTCBB: CCMO), a leading global media and entertainment company. More information on the company can be found at [clearchannel.com](http://clearchannel.com), [clearchanneloutdoor.com](http://clearchanneloutdoor.com) and [ccmediaholdings.com](http://ccmediaholdings.com).

**About The Honor Group, Inc.**

**The Honor Group** is a nonprofit whose sole purpose is to raise awareness and educate students, coaches and communities about the needs of our military veterans. Providing service and education through athletic events, school assembly's and an upcoming live stream telecast called **Honor Sessions**. The 2014 **Honor Bowl™**, managed and produced by **The Honor Group** will be held in Northern and Southern California with teams participating from four western states. Funds raised by the nonprofit and through their events help equip wounded military veterans with much needed items and resources to assist them in returning to civilian life.

**The Honor Group** relies on partners and volunteers who share the passion to make a difference.

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