



RIDIN' DIRTY

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Ridin' Dirty, Presented by CS Construction, now broadcast Monday through Friday on KFNX am1100!

PHOENIX, AZ – (January 1, 2008) – Ridin' Dirty, the **ONLY** radio show in America dedicated to the issues of drinking and driving, is proud to announce that it can now be heard Monday through Friday from 12:00 – 1:00 pm on 50,000 watt KFNX am1100. Previously Ridin' Dirty was a two hour show on Friday evenings. The new time slot will allow the show to be heard by a new group of listeners on their drive during the lunch hour.

“I am pleased with the overwhelming positive response to the show and excited that our sponsors have allowed us this opportunity to reach more people during their lunch hour,” says the shows creator and co-host Ken Sharp. In a short time Ridin' Dirty has solidified an impressive list of sponsors including presenting sponsor CS Construction as well as Smart Start, Discount Cab, Serenity Group and Weingart Law Firm. The shows unique forum allows an uncomfortable issue to be discussed in a fun no pressure environment. Already the show has featured the following guests Representative David Schapira, MADD National President – Glynn Birch, Former Middlebury College President – John McCardell, and Dr. David Manning – Western Region Administrator NHSTA. “It is interesting to see how our show has really impacted people and I am pleased to be involved with a program that is so groundbreaking, says the show's co-host Jeff Campbell. The new Monday through Friday platform will allow for more in-depth discussions about political, economic, and social impacts of drinking and driving in America. “It is my goal that the listeners will embrace the principles of the show and we will expand into new west coast markets such as California and Nevada. This issue is a national social change, and should be discussed on a national platform,” says Sharp.

About Ridin' Dirty

Ridin' Dirty, **presented by CS Construction**, is an interactive radio show that addresses one of today's most pressing social issues by creating a unique and entertaining forum for debating and discussing the political, economic, and social impact of drinking and driving in America. Ridin' Dirty was created by Ken Sharp, whose own experience with DUI's convinced him that new, innovative public service programs were needed in order to educate and subsequently prevent these types of incidents that he and many others feel has become a overwhelming national issue. “With Arizona being a no tolerance state, and having the most harsh penalties attached to DUI's, it has never been more important for us as a society to learn new behaviors regarding our alcohol use,” says Ken Sharp. For the last 3 years, Ken has worked as a Behavioral Health Technician at the Scottsdale Treatment Institute and facilitated hundreds of court mandated groups for DUI offenders. From those groups Ken created a new way to discuss the issue and a new language to discuss it with. Ridin' Dirty is a new platform to discuss and old issue. Ridin' Dirty, **presented by CS Construction**, can be heard live Monday through Friday from 12:00 – 1:00 pm on 50,000 watt KFNX am1100. For more information about the show please visit www.duiradio.com.