

FOR IMMEDIATE RELEASE



NEWS ANNOUNCEMENT

RIDIN' DIRTY

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Ridin' Dirty talk show to broadcast live from the Insight Bowl, Fiesta Bowl events, and at the FBR Open!

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 will be broadcast live from the Insight Bowl, Fiesta Bowl events and the FBR Open. The show airs Monday through Friday from 12:00 to 1:00 pm on 50,000 watt KFNX am1100.

Ridin' Dirty, **presented by CS Construction**, is a unique show designated to the political, economic, and social impact of drinking and driving in America. “We are pleased to have solidified press credentials for these major events that are so synonymous with drinking and driving,” says the show’s creator and co-host Ken Sharp. Over the past years, the valley continues to increase their task force during these popular events. Last year Scottsdale Police held a 5 day DUI task force for the massive FBR Open crowds. “With the new harsh penalties associated with DUI’s, it is more important than ever to educate our listeners on their options when attending these events that are so much a part of our culture here in Phoenix,” says co-host Jeff Campbell. It is the hopes of the show’s hosts that the increase exposure of the live broadcast will make people think twice before they drink and operate their vehicle making the roads safer for everyone in the new year.

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 national epidemic. “With Arizona being a no tolerance state, and the recent harsh penalties attached to DUI’s, it has never been more important for us as a society to change,” 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 learned that the issue of drinking and driving affects everyone. 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 KFNX am1100. For more information about the show please visit www.duiradioshow.com.