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KEMP Broadcasting Partners with Serving Our Kids Foundation to

Amplify the Fight Against Child Hunger in Las Vegas

Multi-Platform Media Campaign to Reach Hundreds of Thousands of Las Vegas Residents

LAS VEGAS, NV (June 2026) — Serving Our Kids Foundation, the Las Vegas nonprofit that provides weekend meal bags to more than 4,500 food-insecure children across 98 Clark County schools each week, today announced a landmark media and community partnership with KEMP Broadcasting & Digital Outdoor. The partnership will harness the full power of KEMP's three Las Vegas radio stations, eight digital billboards, and production capabilities to dramatically expand awareness of childhood food insecurity and drive critical volunteer recruitment, donor engagement, and fundraising support for Serving Our Kids.

A Partnership Built on Shared Community Values

KEMP Broadcasting & Digital Outdoor has served the Las Vegas community for more than 20 years as the only locally owned and operated major broadcast company in the market. Comprising three distinct radio stations — KVEG-FM/Hot 97.5 (Hip-Hop), KVGQ-FM/The Bomb 106.9 (Classic Hip-Hop), and KMZQ-AM/AM670 (Talk Radio) — plus a network of 40+ billboards including 8 digital displays in high-traffic locations, KEMP reaches a broad cross-section of Las Vegas families and community members every day.

Serving Our Kids has long recognized that awareness is the bridge between a community willing to help and the more than 100,000 Clark County children who don't get enough to eat. This partnership is designed to close that gap.

*"Our volunteers and donors are the engine of everything we do," said **Laurie Tanakaya, CEO of Serving Our Kids Foundation**. "Partnering with KEMP allows us to reach parents, grandparents, and neighbors across Las Vegas with a message that every child in our community deserves to face Monday morning with something to eat. This partnership fills a major awareness gap and brings our mission to audiences we have never been able to reach before."*

What the Partnership Delivers

The 2026 KEMP-SOK partnership is a comprehensive, multi-platform commitment valued at \$7,600 per month in media and cash support, including:

- 672 radio commercials per month across all three stations (168 spots per week), covering every daypart from early morning through overnight
- 40,000 digital billboard displays per month across 10 digital billboard locations throughout the Las Vegas Valley, including high-visibility placements on I-15 approaching from California
- \$500 per month in direct cash donation support
- On-air interviews featuring Serving Our Kids executive leadership, staff, board members, and volunteers to share emotional impact stories and educate the community
- Promotional campaigns for Serving Our Kids signature events including the Souper Bowl of Caring, Bowl-A-Thon, Annual Golf Tournament, and holiday fundraising drives
- Custom storytelling segments highlighting the realities of child hunger in Las Vegas and the solutions Serving Our Kids provides
- Website placement on KEMP's digital properties with direct links to the Serving Our Kids donation page
- Potential live remote broadcasting and on-site event coverage

The partnership runs July through December 2026, with both organizations committed to an ongoing annual relationship.

Reaching the Right Audiences

KEMP's diverse station lineup is uniquely positioned to amplify the Serving Our Kids mission across multiple community segments. Hot 97.5 and The Bomb 106.9 reach the parents and young families most likely to know a food-insecure child — or to be one themselves. AM670 Talk Radio reaches the grandparent and donor demographic most likely to contribute financially and advocate for the cause. Together, the three stations ensure that no community segment is left unaware.

Digital billboard placements, including a prominent location on Interstate 15 north of the Sloan exit — the first billboard seen by drivers approaching Las Vegas from California — will bring the Serving Our Kids message to millions of impressions each month.

The Need Is Urgent

More than 100,000 Clark County children don't get enough to eat. While school breakfast and lunch programs provide a critical bridge during the week, thousands of children leave school on Friday not knowing when or if they will eat again before Monday morning. Serving Our Kids fills that gap — every Friday, every week of the school year, with no exceptions.

A December 2025 survey of program coordinators at all 98 partner schools found that 51.5% observed improvement in overall student health and wellness, 43.6% observed improvement in academic performance, and 41.7% saw improved school attendance

among children receiving weekend meal bags. An estimated 45.6% of students share the food they receive with other family members — extending the impact even further.

How the Community Can Help

Serving Our Kids relies on community support in three key ways:

- Volunteer: Pack meal bags, drive delivery routes, supervise operations, or support fundraising events
- Donate: Every dollar given goes to work immediately — 70 cents of every donated dollar goes directly to the weekend meal bag program
- Spread the Word: Follow and share Serving Our Kids on social media and tell your neighbors, colleagues, and community organizations about the mission

“KEMP has always believed that locally owned media means locally committed media,” said a KEMP Broadcasting spokesperson. “Serving Our Kids is doing extraordinary work for the children of Las Vegas. We are proud to put the full weight of our platform behind their mission and to help ensure that every Las Vegas family knows what is being done — and how they can be part of it.”

*“Every bag packed, every meal delivered, every dollar raised by our community represents a child who will face Monday morning with something to eat and maybe a little more hope,” added **Gregory Hogan, Board of Directors Chairman of Serving Our Kids Foundation**. “The KEMP partnership gives us a voice across this entire city, and that voice will save lives.”*

To volunteer, donate, or learn more, visit ServingOurKids.org.

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About Serving Our Kids Foundation

Since 2013, the Serving Our Kids Foundation has been dedicated to fighting child hunger in Southern Nevada. Today, it provides weekend meal bags to more than 4,500 food-insecure elementary and middle school children in 98 Las Vegas Valley schools every week during the school year. Serving Our Kids is a 501(c)(3) nonprofit organization. EIN: 30-0747568. All donations are tax deductible. Learn more and donate at ServingOurKids.org.

About KEMP Broadcasting & Digital Outdoor

KEMP Broadcasting & Digital Outdoor has served the Las Vegas market for more than 20 years as the only locally owned and operated major broadcast company in the region. KEMP operates three radio stations — KVEG-FM/Hot 97.5, KVGQ-FM/The Bomb 106.9, and KMZQ-AM/AM670 — and manages a network of 40+ billboard assets including 8 digital billboards in high-traffic areas across the Las Vegas Valley.