



## 2005 Calendar of Events

### KVYE TV / KAJB TV / KSEH FM / KMXX FM / KWST AM

Promotion/Event	Station	Promotion Location	Date	Attendance
El Cafecito Promotion	KSEH & KMXX	Imperial, Yuma, Mexicali	January	TBD
Snowbird Breakfast	KWST	Imperial, Yuma, Mexicali	January	4.000
Donut Drop	KWST	Imperial, Yuma, Mexicali	January	TBD
Office of the Week	KSEH, KMXX, KWST	Imperial, Yuma, Mexicali	January	TBD
Business Showcase	KVYE, KAJB, KSEH, KMXX KWST	Imperial Valley - Fair Grounds	January	6.000
Farmers Market	KVYE, KAJB, KSEH, KMXX KWST	Imperial Valley - TBD	January	4.000
Childrens Fair	KVYE, KAJB, KSEH, KMXX KWST	El Centro - Buckland Park	February	8.000
Sweetheart Getaway	KVYE, KAJB, KSEH, KMXX KWST	Imperial, Yuma, Mexicali	February	TBD
California Mid Winter Fair	KVYE, KAJB, KSEH, KMXX KWST	Imperial - Fair Grounds	February	120.000
KSEH Anniversary Party	KSEH	Imperial Valley & Mexicali	March	4.000
Blue Angels Air Show	KVYE, KAJB, KSEH, KMXX KWST	El Centro - NAF	March	2.500
KSEH Spring Break Party Bus	KSEH	Imperial, Yuma, Mexicali	April	TBD
Cinco De Mayo	KVYE, KAJB, KSEH, KMXX KWST	Calexico - Crummet Park	May	6.000
Mothers Day Promotion	KVYE, KAJB, KSEH, KMXX KWST	Imperial, Yuma, Mexicali	May	TBD
Graduation Promotion	KVYE, KAJB, KSEH, KMXX KWST	Imperial, Yuma, Mexicali	June	TBD
Fathers Day Promotion	KVYE, KAJB, KSEH, KMXX KWST	Imperial, Yuma, Mexicali	June	TBD
Independence Day Promotion	KVYE, KAJB, KSEH, KMXX KWST	Calexico - Crummet Park	July	6.000
Pre-Reventon Official Party	KSEH	Mexicali - TBD	July	4.000
Reventon Super Estrella	KSEH	Anaheim - Arrowhead Pond	July	50.000
Ice Cream Social	KSEH, KMXX, KWST	Downtown El Centro	July	2.000
Latin Grammys	KVYE, KAJB, KSEH, KMXX KWST	Miami - TBD	September	TBD
Hispanic Heritage Celebration	KVYE, KAJB, KSEH, KMXX KWST	Yuma - TBD	September	2.000
Mexican Independence Day	KVYE, KAJB, KSEH, KMXX KWST	Calexico - Crummet Park	September	3.000
Fiestas Del Sol	KVYE, KAJB, KSEH, KMXX KWST	Mexicali - FEX	October	100.000
Halloween Promotion	KSEH	Mexicali - TBD	October	TBD
Extravaganza Party	KSEH	Anaheim	October	50.000
Brawley Cattle Call	KWST	Brawley - Main Street	November	5.000
Noche Del Corrido	KMXX	Brawley - TBD	November	10.000
Mexican Revolution Parade	KMXX	Mexicali - TBD	November	2.000
Thanksgiving Promotion	KVYE, KAJB, KSEH, KMXX KWST	Imperial, Yuma, Mexicali	November	TBD
El Centro Christmas Parade	KVYE, KAJB, KSEH, KMXX KWST	El Centro - Main Street	December	2.000
Christmas in a Small Town	KVYE, KAJB, KSEH, KMXX KWST	Imperial - TBD	December	2.000
Calexico Christmas Parade	KVYE, KAJB, KSEH, KMXX KWST	Calexico - 2nd Street	December	6.000
Posada Super Estrella	KSEH	Los Angeles - TBD	December	TBD
Christmas Toy Drive	KVYE, KAJB, KSEH, KMXX KWST	Imperial, Yuma, Mexicali	December	TBD