



2008 Y100

Events & Promotions

### **The San Antonio Stock Show & Rodeo - February**

The annual Stock Show & Rodeo is one of the largest and most popular events in the city. From a huge Midway to the Rodeo itself, and great entertainment from the biggest stars in Country Music, the Rodeo has something for everyone. KKYX offers clients a variety of sponsorships to promote their business or services.

### **Fiesta - April**

This annual 10-day city-wide "party" is a San Antonio mainstay. With over a half million people enjoying parades, concerts, food, midways and games, Fiesta is a family friendly good time. Y100 offers various opportunities for clients to participate in this city-wide celebration.

### **Penny Drive - April**

For the past 18 years, Y100 has raised over \$500,000 benefiting the Make A Wish Foundation by granting over a hundred wishes to chronically ill children. Our efforts have put smiles on the faces of children throughout San Antonio and South Texas.