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NEWS RELEASE
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FOR IMMEDIATE RELEASE

THE INLAND EMPIRE'S NPR NEWS STATION (91.9 KVCR) TEAMS WITH SAN BERNARDINO NATIONAL FOREST ASSOCIATION ON EARTH DAY TO HELP RESTORE FOREST HABITAT

April 19, 2009—San Bernardino, CA - - Inland region residents have an easy way to do something good for the environment this Earth Day: just make a phone call. NPR News station 91.9 KVCR Radio (<http://www.kvcr.org>) is working in partnership with the San Bernardino National Forest Association (<http://www.sbnfa.org>) to plant tree seedlings as part of a project to restore Forest land damaged by wildfire. KVCR will have trees planted on behalf of listeners who make a donation to the public radio station, now through Earth Day (Thursday, April 22, 2010). The goal is to have at least 500 trees planted in San Bernardino National Forest and raise \$10,000 for KVCR.

The goal of the partnership is two-fold. The first goal is to raise funds for 91.9 KVCR, the Inland Empire Region's independently owned source for NPR news, international reporting and original Inland Region radio news reporting. The second goal of the partnership is to raise awareness about the importance of restoring precious forest habitat in San Bernardino National Forest.

"In addition to providing world-class news coverage every day," says KVCR President and General Manager Larry R. Cicalone, "we're delighted to assist the National Forest Association's efforts to restore fire-damaged forest land that's so central to the Inland region's quality of life."

"The support from KVCR listeners is tremendous and will greatly contribute to our *Forest Aid* partnership efforts with the U.S. Forest Service, TreePeople and the thousands of volunteers who come out for a day with family and plant the native seedlings," said Sarah Miggins, executive director, San Bernardino National Forest Association. "Our aim is to create opportunities for people to get involved, and thanks to KVCR, its listeners and their generosity, we have expanded our circle of giving for our National Forest."

91.9 KVCR listeners can help plant trees when they make a donation to the public radio station now through Earth Day, Thursday April 22. The public broadcasting station relies on listeners for more than 55 percent of its annual operating budget. The goal is to raise \$10,000 for KVCR and have at least 500 trees planted. Donations to the station can be made by calling 1-877-512-8843 or giving online at the station's secure Web site www.kvcr.org.

About KVCR: KVCR's mission is to be the cultural, educational, informational and communication center of the Inland Empire. 91.9 KVCR Radio provides a mix of NPR news, international reporting and original Inland Region news reporting to more than 75,000 listeners each week.

About the San Bernardino National Forest Association: The mission of the San Bernardino National Forest Association is to offer educational programs and experiences to promote stewardship and appreciation of the San Bernardino National Forest. Annual visitors to the San Bernardino National Forest rival that of Yellowstone and Yosemite combined.

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KVCR is a public service of the San Bernardino Community College District