



For release June 22, 2016

Contact: Juliet V. Casey, B&P Public Relations, (702) 372-9919, jcasey@bpadv.com

Project 150 and KLAS-TV 8 News NOW donation drive gives homeless high school students big boost

LAS VEGAS – The outpouring of community support last week for homeless high school students heartened KLAS-TV 8 News NOW and the local nonprofit Project 150, who called on viewers and others to help these teens make it through the summer by providing items of essential need.

The effort was in honor of the 8 News NOW parent company Nexstar's, 20th anniversary -- Founder's Day of Caring on June 17 -- during which the station partnered with Project 150 to help homeless, displaced and disadvantaged high school students make it through the summer.

"We are so proud of our team here at the station, our viewers and others who responded to our call and so generously donated to help the high school students who need us most," said Lisa Howfield Vice President & General Manager of KLAS-TV "So many of these young people struggle to make it from day to day, but are determined to stay in school. My hope is that each of them get to the first day of school this fall with a full backpacks and full bellies."

Project 150 Executive Director Meli Pulido said more than 2,500 homeless high school students in the Las Vegas Valley don't have the basic necessities to keep up in class. Yet they need help all year long, especially when school is out for the summer and during the back-to-school season.

During the donation drive, members of the public delivered more than 22,000 pounds in donated items, from shoes and socks to towels and blankets, ready-to-eat foods and beverages to much-needed hygiene products and schools supplies. Numerous monetary donations also rolled in, totaling more than \$3,000. Additionally, 125 volunteers gave about 480 hours of their time Friday to help sort and organize donations received at Channel 8 News NOW studio and delivered Betty's Boutique in Project 150's Brady Caipa Volunteer Center, 3600 N. Rancho Drive.

"Thank you so much to Ch. 8 and the viewers and members of the public for all your help," Pulido said. "These donations are a huge restocking boost for our students' summer needs and the Back-to-School Free Shopping Day we having coming up Aug. 20."

During Project 150's free shopping days, high school students can shop for basic essentials and school supplies for free at Betty's Boutique, simply by presenting a high school ID.

For information about Project 150 and its programs, visit www.Project150.org, or call (702) 721-7150. Follow Project 150 on [Facebook](#) and [Twitter](#).

About Project 150

Project 150 is a 501(c) 3 nonprofit charitable organization, founded in December 2011 by local businessmen Don Purdue and Patrick Spargur. The two had heard about 150 homeless high school students at Rancho High School in Las Vegas who were in need of support over the Christmas break. Since that time, Project 150 has expanded and now serves more than 2,500 homeless, displaced and disadvantaged high school students in 47 Southern Nevada high schools and 15 in Reno/Sparks. Project 150 provides these students with food, clothing, school supplies, sports equipment, shoes and other needs so they can stay in school and be successful in life.

About Nexstar Broadcasting Group, Inc.

Nexstar Broadcasting Group is a leading diversified media company that leverages localism to bring new services and value to consumers and advertisers through its traditional media, digital and mobile media platforms. Nexstar owns, operates, programs or provides sales and other services to 107 television stations and related digital multicast signals reaching 58 markets or approximately 18.0% of all U.S. television households. Nexstar's portfolio includes affiliates of NBC, CBS, ABC, FOX, MyNetworkTV, The CW, Telemundo, Bounce TV, Me-TV, and LATV. Nexstar's community portal websites offer additional hyper-local content and verticals for consumers and advertisers, allowing audiences to choose where, when and how they access content while creating new revenue opportunities.

###