



## **KABC-TV 2<sup>nd</sup> Quarter 2017** **Station Campaigns**

### **Autism Speaks “Walk Now for Autism”**

ABC7 produced and aired Public Service Announcements with Eyewitness News Anchors Phillip Palmer and Ellen Leyva, promoting the “Autism Speaks Walk,” which was held on April 29, 2017. ABC7 is the Media Sponsor and we participated in the Walk, as well as manned a Booth. Phillip Palmer and Ellen Leyva were Co-Masters of Ceremonies and Eyewitness News Talent Michelle Tuzee, Dallas Raines, Coleen Sullivan and Danny Romero signed autographs and took pictures at the Booth.

### **Feed SoCal**

ABC7, Vons, Albertsons, Pavilions, Subaru and Southern California regional food banks partnered up for the 6<sup>th</sup> annual Feed SoCal hunger initiative. The food drive took place from May 31 through July 2 and included the following food banks in Southern California: Los Angeles Regional Food Bank, Second Harvest Food Bank of Orange County, Feeding America Riverside/San Bernardino and FOOD Share, Ventura County’s Food Bank. ABC7 produced and aired Public Service Announcement’s with On-Air News Talent Bri Winkler and Alysha Del Valle and held four Stuff-A-Truck events on Friday, June 16, 2017 and Friday, June 23, 2017. Bri Winkler and Alysha Del Valle hosted the events. The month long campaign resulted in the collection of almost 6 million pounds of food for the food banks, which translated into almost 5 million meals.

### **Children’s Hospital Los Angeles “Walk L.A.”**

ABC7 is the Media Sponsor of “Walk L.A.,” which was held on June 17, 2017. Coleen Sullivan was the Mistress of Ceremonies and we manned a Booth, where we passed out ABC7 visors.