

# We Are Tri-Lakes!

ALL ABOUT SOUTHERN COLORADO...



The people of Southern Colorado possess an inner pride that inspires an unequalled enthusiasm for community spirit. What makes our state so unique are the people, and the many fine communities we call “home.”

For the entire week of ~~March 27<sup>th</sup> – April 2<sup>nd</sup>, 2023,~~ KXRM/KXTU are planning to focus on the Tri-Lakes Region, as part of a special feature called “We Are Tri-Lakes.” (Advertising and promotion will air ~~3/20/2023-4/9/2023~~)

Each day, our stations will share with viewers across Southern Colorado many of the exciting and positive things about the Tri-Lakes Region. “We Are Tri-Lakes” will include feature stories in the newscasts, weather reports, promotional announcements, a “We Are Tri-Lakes” web page, special advertising opportunities for Tri-Lakes businesses and organizations, a thirty-minute program devoted entirely to your community, and a live newscast at the end of the week at a select location.

Our goal is simple. With the “We Are Tri-Lakes” promotion, viewers across Southern Colorado will learn about the fine quality of life in your community and be enticed to come and explore the Tri-Lakes Region. By using the many resources of KXRM/KXTU to showcase Tri-Lakes, it enhances the pride we all have in the part of Southern Colorado we call home.

We invite you to be a part of “We Are Tri-Lakes” this March!