

RHODY RADIO ALL WEEKEND LONG

Coast Radio has been part of the Rhody tradition since the local station began broadcasting in 1988. Participation in the weekend events and coverage of Florence's largest annual festival has always been part of the station's commitment to its community and listeners.

Tune in to Florence's locally owned-and-operated radio stations, KCST (106.9 FM) and KCFM (104.1 FM/1250 AM) where you can find out what's happening and when during the 112th Rhododendron Festival.

"The station has organized and sponsored events such as the Saturday car cruise and provided live coverage of the Grand Floral Parade for more than two decades," says Coast Radio General Manager Jon Thompson. "You'll find our staff at most of the events during the weekend."

Coast Radio's on-air staff will broadcast from various locations all weekend, giving listeners on-site insights from the carnival rides and midway, bustling Bay Street, and the Old Town Vendor Fair. Other live coverage includes Saturday's 5K and 10K Rhody Run, the Junior Parade, and news and interviews from the Elks Lodge chicken barbecue and pie sale.

"Our stations are great companions for residents and the Florence area's out-of-town guests to get the latest on local events, discover local resources, and get the most current daily news, weather and sports," said Thompson.

Saturday's live coverage concludes with the KCST Classic Car Cruise and oldies broadcast from Old Town. Coverage resumes just before noon on Sunday with the Grand Floral Parade and updates from all over town.

Coast Radio not only broadcasts the annual car cruise, it organizes and hosts the entire event with the help of the Siuslaw Valley Firefighters Association.

Registration for the KCST Classic Car Cruise begins at 8:30 a.m. during the Beach-Komber Car Club's Show and Shine in the Grocery Outlet and City Lights Cinemas parking lot at 21st Street and Highway 101. Registration is required for all cruisers and entries are limited to the first 150 registrants of 1976 and older model vehicles.

As part of its sponsorship of the Classic Car Cruise, KCST donates 100 percent of the registration fees to the Siuslaw Valley Firefighters Association.



"We've

been honored to work with and contribute to the firefighters association during the past 21 years on this popular Saturday evening event," noted Thompson, who also acknowledged the strong sponsor support from ACR Automotive, Lofy Construction, Coast Insurance Services, Central Lincoln P.U.D., Shervin's Tire and Automotive, Leisure Excavating, County Transfer & Recycling, Mercer Lake Resort, Regency Florence, Foglio Drop Box Services, 101 Mini Storage and Aero Legends Bi-Plane Rides.

Staging for the Cruise begins at 5 p.m. at the Florence Christian Church at Second and Ivy Streets. This year's KCST Classic Car Cruise will begin at 5:30 p.m. and retrace the Old Town loop until 8 p.m.

Coast Radio will have its mobile broadcast unit set up in Old Town on Maple Street, at the intersection with Bay Street, at the south end of the vendor fair. News Director George Henry and noted classic car expert Mike Groshong will play top hits from the 1950s and '60s while they highlight the cars and in-

terview their drivers.

KCST's live coverage of Sunday's Grand Floral Parade begins at 11:45 a.m., with "float-by-float" descriptions of entries from the reviewing stand at TR Hunter Real Estate, between 17th and 18th streets on Highway 101.

The Parade Broadcast is sponsored by the Florence Area Chamber of Commerce Distinguished Sponsors and Underwriters.

W.G. Peterson Woodworking and TR Hunter Real Estate will once again erect the parade broadcast booth for KCST on-air personalities George Henry and Calista Cates.

The station's broadcast team will provide commentary including background and insights on the parade's floats, bands, and equestrian, motorized and commercial entries, as well as the keynote dignitaries and personalities.



112th Annual Rhododendron Festival OFFICIAL PROGRAM



Always Ready to Rhody at Spruce Point Assisted Living and Memory care

Have a fun, safe 112th Rhody Days!



Spruce Point ASSISTED LIVING & MEMORY CARE

Kim Pruitt

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FLORENCE ELKS LODGE

• 1686 12TH STREET •

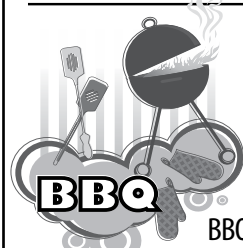
SATURDAY & SUNDAY, MAY 18 & 19

ELKS CHICKEN BBQ RHODY DAYS

Saturday & Sunday May 18 & 19 or 'til sold out

Serving times: Sat 11am - 4pm • Sunday 11am - 4PM

Florence Elks Lodge Parking Lot 1686 12th Street or ... follow the smoke!



BBQ Half Chicken, Potato Salad & Baked Beans \$10 Each Soft Drinks \$1

EVERYONE IS WELCOME!

LADIES OF THE ELKS Homemade Pies & Bake Sale

Saturday May 18th
11am Until Sold Out
at The Elks Lodge

WHOLE PIES \$9

All proceeds go to local charities • Indoors(North Side Door)

FLORENCE ELKS LODGE

Rhody Breakfast

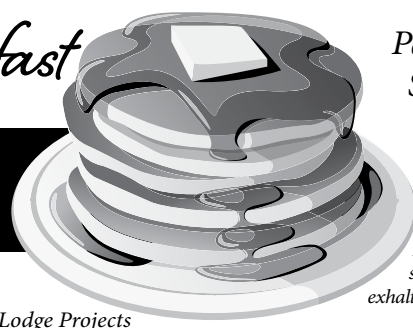
Sunday May 19th

7AM - 11AM

\$9 | \$3 Children under 10

1686 12th Street

Proceeds to benefit Past Exalted Rulers' Lodge Projects



Pancakes
Sausage
Eggs
Coffee
Juice

Prepared and served by past exalted rulers and volunteers

ELKS THRIFT STORE

OPEN 10AM-4PM

Extended hours during Rhody Days

SATURDAY & SUNDAY
MAY 18 & 19

ALL CLOTHES \$1.00
BOOKS 50¢ | \$1.00

