

NBC 5/KXAS-TV Dallas-Ft Worth and their Director of Community Affairs, Nada Ruddock have partnered with the Southwest Celtic Music Association, (501(c) 3 cultural org) for 2008, 2007 and 2006. NBC 5 has provided from 250 to 280 GPR ( 40 to 50 spots per year) as our TV sponsor to help support our annual North Texas Irish Festival

The 2008 North Texas Irish Festival was our most successful ever, drawing over 51,000 beating last year's record of 46,000. We really appreciate the tremendous support from NBC 5 as a key sponsor for us again in 2008. I can't tell you how many SCMA Board members, volunteers and attendees saw our spots. I definitely attribute a substantial portion of this growth to KXAS-NBC 5.

They have always been a media leader with generous support of many community activities in North Texas.

Jim Miller - Marketing Director  
North Texas Irish Festival