



To: Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Albertsons' heritage of leadership has always included a strong focus on community involvement, particularly when it comes to helping youngsters in the communities where we operate. That's why the Las Vegas area Albertsons cherishes the relationship it shares with CBS' Chet Buchanan and the Morning Zoo team. Without them, we couldn't conduct two of our most successful programs: S.O.S. Save our Schools Supply Drive and the annual December Toy Drive.

Right before the school begins, we know we can count on them to spread the word and encourage listener/shopper participation in this activity. The amount of pencils/pens, paper, notebooks and backpacks we collect each year is astounding. We all agree that no child should start their school year off poorly simply because their families don't have the funds to purchase what they need. This school drive gives every Las Vegas area child in need an opportunity to shine right from the start. More importantly, it provides all of us with a chance to do the right thing for youngsters in our own communities.

The annual toy drive is another activity that brings a smile to every child's face! Once again, their involvement and support ensures that we have hundreds of brand new toys to share with needy children right before Christmas Day. What makes this drive so heart warming is that it happens at a magical time of the year when we all hope to see a miracle or two. And every year, their listeners and our customers don't disappoint and bring us more than we expected. It's a wonderful feeling to collect these toys and distribute them to the participating agencies. How can one not smile and be cheerful? Their generosity and goodwill is contagious and urges us to work even harder and that's a good thing!