



**KESQ.COM**

**TELEMUNDO15.COM**

**LAPODEROSA967.com**

January 17, 2025

For Immediate Release

For More Information Contact:

Kent Kay [kent.kay@kesq.com](mailto:kent.kay@kesq.com)

**FOR IMMEDIATE RELEASE**

**KESQ Partners with FIND Food Bank for “Coachella Valley Cares” Drive to Support Los Angeles Wildfire Victims**

Indio, CA — January 21, 2025 — KESQ and all Gulf California Broadcast Company stations are joining forces with FIND Food Bank to launch “Coachella Valley Cares,” a critical fundraising and food drive initiative to provide disaster relief for victims of the recent devastating wildfires in the Los Angeles area.

This one-day event, held in collaboration with the Agua Caliente Band of Cahuilla Indians, will take place on Tuesday, January 21, and aims to rally the Coachella Valley community to extend support to neighbors in need. All donations and proceeds will be passed through FIND to their Feeding America sister food bank, the Los Angeles Regional Food Bank, and earmarked specifically for Fire Victims.

**Ways to Help:**

Cash Donations

Your monetary contributions can make an immediate impact. Here’s how you can donate:

- 1) Scan the QR Code or
- 2) Call FIND Food Bank at 760-775-3663 on January 21 between 7 a.m. and 5 p.m..



**Matching Funds:**

In a generous show of support, the Agua Caliente Band of Cahuilla Indians will match donations up to \$50,000, doubling the power of your contribution.

**Food Donations:**

Non-perishable food donations are equally vital. FIND Food Bank will accept items from 7 a.m. to 3 p.m. at:

- 1) FIND Food Bank Warehouse: 83775 Citrus Ave, Indio, CA. or
- 2) Gulf California Broadcasting Studios: 31276 Dunham Way, Thousand Palms, CA.

**The most needed items include:**

- Peanut and other nut butters.
- Crackers, trail mix, and energy bars.
- Fruit snacks, raisins, and other dried fruits.
- Pop-top cans of tuna or chicken.
- 16-20 oz bottles of water.

Join Us in Making a Difference

The “Coachella Valley Cares” drive is an opportunity for our community to come together in the spirit of compassion and support. By donating cash or food items, you can help provide much-needed relief to individuals and families affected by the wildfires.

For more information, please contact Kent Kay at [kent.kay@kesq.com](mailto:kent.kay@kesq.com). Together, we can make a meaningful difference.

#CoachellaValleyCares #WildfireRelief #FINDFoodBank

31276 Dunham Way, Thousand Palms, CA 92276  
760.773.0342