



**KLAS-TV TO HOST 27TH ANNUAL “COUNTDOWN TO NEW YEAR’S EVE 2021” TELEVISION SPECIAL
FEATURING LIVE MUSIC, SPECIAL GUESTS, AND FIREWORKS**

**Exclusive, Emmy Award-Winning Special Program Will Be Syndicated Across 14 Nexstar Markets
Reaching More Than 16 Million U.S. TV Households and Live-Streamed Online at 8newsnow.com**

**Viewers Get Chance to Give Back to Local Food Banks in Their Communities,
Nexstar Media Charitable Foundation to Donate \$10,000 To “Souper Bowl of Caring”**

LAS VEGAS, Nevada (December 21, 2020) – KLAS-TV (CBS), Nexstar Inc’s local television station serving the Las Vegas area (DMA #40), announced today that it will host “Countdown to New Year’s Eve 2021,” a live New Year’s Eve special on Thursday, December 31, 2020, with coverage from 8:59 p.m. to 12:30 a.m. PT, featuring musical performances from Las Vegas headliners, special entertainment, a countdown to midnight across all four-time zones, and a six-minute spectacular fireworks show from the roof of the Plaza Hotel & Casino in Downtown Las Vegas.

KLAS-TV and Nexstar Inc stations in 13 other cities across seven states will broadcast the live show and reach more than 16 million U.S. households. Local viewers may also stream “Countdown to New Year’s Eve 2021,” as well as other exclusive bonus content, live online at 8newsnow.com. This year, KLAS-TV also will be partnering with Souper Bowl of Caring to raise money to address the issue of hunger and food insecurity in each local market; the Nexstar Media Charitable Foundation will donate \$10,000 to Souper Bowl of Caring.

The New Year’s Eve special will be hosted by KLAS-TV 8 News anchors Brian Loftus, Kirsten Joyce, and Maria Arcega-Dunn from KSWB-TV and will originate from the new hot spot in Las Vegas, the Circa Resort & Casino, which opened in October. The live broadcast will take place at the one-of-a-kind “Stadium Swim” pool deck featuring three levels of fun, six different pools, and a video billboard 143-foot-wide and 41 feet tall.

A second anchor location will be in the Legacy Club rooftop lounge on the 60th floor of the hotel with panoramic views of the Las Vegas Valley. The exclusive, Emmy Award-winning broadcast will feature live reports from KGPE CBS47 meteorologist Anthony Bailey from the Hard Rock Cafe on the Strip, KLAS-TV anchor Alex Backus, as well as KLAS-TV’s chief meteorologist, Tedd Florendo at The Plaza. The made-for-TV production will follow strict COVID-19 protocols on top of following all local rules and guidelines. All guests and production teams will have their temperature checked, adhere to social distancing guidelines, and wear face masks.

The KLAS-TV broadcast will air live in 13 other Nexstar television markets across the country including Los Angeles, San Francisco, Denver, Sacramento, Portland, San Diego, Salt Lake City, Albuquerque, Fresno, Honolulu, Colorado Springs, Bakersfield, and Grand Junction. Viewers and VIP party guests will ring-in the new year with live musical performances by [Zowie Bowie](#), the seventh-time “Best of Las Vegas” winner. Local digital audiences will have uninterrupted, VIP access to additional live musical performances and exciting bonus content throughout the evening, as KLAS-TV live streams exclusive behind-the-scenes

coverage of “Countdown to New Year’s Eve 2021” on 8newsnow.com. In addition, partygoers, family, and friends will have the opportunity to share their own personal New Year’s Eve merry-making experiences and holiday wishes using #VEGASNYE on Twitter, Facebook, and Instagram.

Viewers will also get the opportunity to donate to local food banks in their communities. “Countdown to New Year’s Eve 2021” is partnering with Souper Bowl of Caring to raise money to address hunger in each local market. Viewers in California, Colorado, Oregon, Utah, Nevada, New Mexico, and Hawaii will be encouraged to donate to their local food bank food bank by phone, online, or by texting “NYEDONATE” to 26989.

Souper Bowl of Caring, which began in 1990, is a youth-inspired movement of individuals working across the nation to tackle hunger in their local communities by mobilizing grassroots resources including churches, schools, and civic groups. The organization has generated more than \$160 million in donations since its inception. On behalf of the 14 stations airing “Countdown to New Year’s Eve 2021,” the Nexstar Media Charitable Foundation will be donating \$10,000 to Souper Bowl of Caring.

“The KLAS-TV New Year’s Eve broadcast is one of the industry’s most spectacular local productions and Nexstar is excited to be able bring this event to millions of viewers throughout the U.S.” said Tim Busch, President of Broadcasting for Nexstar Inc. “By partnering with Souper Bowl of Caring, ‘Countdown to New Year’s Eve 2021’ will not only provide unforgettable entertainment, but enable our viewers to help fight hunger in their local communities. Giving back to the local communities served by Nexstar in 115 markets across the country is core to the company’s mission. We are proud to donate \$10,000 to Souper Bowl of Caring on behalf of KLAS-TV, Nexstar Media Group, and all of Nexstar’s 13,000 employees.”

“‘Countdown to New Year’s Eve 2021’ is a local tradition that KLAS-TV has helped bring to life for the past 25 years,” added Lisa Howfield, Vice President and General Manager of KLAS-TV. “Our talented team at 8 News Now is ready to ring in 2021 by delivering top-notch, exclusive, local content to viewers in California, Colorado, Oregon, Utah, Nevada, New Mexico, and Hawaii, both on-air and online at 8newsnow.com. We are also looking forward to joining forces with Souper Bowl of Caring to tackle hunger in our local communities.”

The Nexstar Media Charitable Foundation’s mission is to contribute to and work with public charities and non-profit organizations to improve the communities in which Nexstar Media Group Inc. and its subsidiaries do business. The foundation was originally established in 1958 and it makes donations of approximately \$350,000 annually.

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Countdown to New Year’s Eve 2021

Thursday, December 31, 2020, with coverage from 8:59 p.m. to 12:30 a.m. PST

Anchor Location:

Circa Resort & Casino
8 Fremont St, Las Vegas, NV 89101

Hosts and Reporters

Brian Loftus	KLAS 8 News Now Anchor	@BrianLoftus8
Kirsten Joyce	KLAS 8 News Now Anchor	@KirstenJoyce
Maria Arcega-Dunn	KSWB Anchor	@fox5maria
Anthony Bailey	KGPE CBS47 Meteorologist	@AnthonyBaileyTV
Alex Backus	KLAS 8 News Now Anchor	@alexbackustv
Tedd Florendo	KLAS 8 News Now Chief Meteorologist	@TeddFlorendo

STATION	AFFILIATION	MARKET	WEBSITE	SOCIAL
KTLA	CW	Los Angeles, CA	ktla.com	@KTLA
KRON	MY	San Francisco, CA	kron4.com	@kron4news
KDVR	FOX	Denver, CO	kdvr.com	@KDVR
KTXL	FOX	Sacramento, CA	fox40.com	@FOX40
KRCW	CW	Portland, OR	portlandscw.com	@KOINNews
KSWB	FOX	San Diego, CA	fox5sandiego.com	@fox5sandiego
KUCW	CW	Salt Lake City, UT	abc4.com	@abc4utah
KLAS	CBS	Las Vegas, NV	8newsnow.com	@8NewsNow
KRQE	FOX	Albuquerque, NM	krqe.com	@krqe
KGPE	CBS	Fresno, CA	yourcentralvalley.com	@CBS47
KHII	MY	Honolulu, HI	khon2.com	@KHONnews
KXRM	FOX	Colorado Springs, CO	fox21news.com	@FOX21News
KGET	CW	Bakersfield, CA	kget.com	@KGETnews
KGJT	MyNetworkTV	Grand Junction, CO	westernslopenow.com	@KREX5 Fox4

Please check local listings for additional information. For more information on 8 News Now, please visit [8newsnow.com](#) and follow the station on Facebook and Twitter. For additional interactive content during the "Countdown to New Year's Eve 2021" programming special, use #VEGASNYE on social media.

About Nexstar Media Group, Inc.

Nexstar Media Group (NASDAQ: NXST) is a leading diversified media company that leverages localism to bring new services and value to consumers and advertisers through its traditional media, digital and mobile media platforms. Its wholly owned operating subsidiary, Nexstar Inc., consists of three divisions: Broadcasting, Digital, and Networks. The Broadcasting Division operates, programs, or provides sales and other services to 197 television stations and related digital multicast signals reaching 115 markets or approximately 39% of all U.S. television households (reflecting the FCC's UHF discount). The division's portfolio includes primary affiliates of NBC, CBS, ABC, FOX, MyNetworkTV and The CW. The Digital Division operates 122 local websites and 316 mobile apps offering hyper-local content and verticals for consumers and advertisers, allowing audiences to choose where, when and how they access content and creating new revenue opportunities for the company. The Networks Division operates WGN America, a growing national general entertainment cable network and the home of NewsNation, multicast network Antenna TV, and WGN Radio in Chicago. Nexstar also owns a 31.3% ownership stake in TV Food Network, a top tier cable asset. For more information please visit [www.nexstar.tv](#).

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