

Families hop to Easter event

Written by By Dee Velasco
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Native Broadcast Enterprise hosts gathering

Even the Easter Bunny was surprised by the turnout at the first annual Easter Family Event hosted by Native Broadcast Enterprise, Inc. April 8 at the Navajo Nation Fairgrounds in Window Rock, Ariz.

NBE, located in St. Michaels, Ariz., is home to two well-known radio stations that entertain the Navajo Nation as well as the surrounding area. Those stations are AM 660 and FM 101.5 KTNN, which famously monikers itself as "The Voice of the Navajo Nation" and "Capital Country" 96.1 and 99.5 KWRK. The radio stations came up with the idea for the event as a way to show their listeners their appreciation as well as welcome Easter.

General Manager of NBE Cisco Benally said the event was a way to somewhat get back to normal and do something for the community.

"I'm glad we are getting back to normalcy," Benally said, "The people are adjusting and starting to go back to gatherings without worrying about the COVID restrictions."

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Many sponsors set up their own games and handed out information on their organizations. NBE also had games for the kids and adults, such as country dancing, dummy roping, and frisbee toss for prizes.

NBE Sales Associate Ericson James not only lent his hand at the event, but was also partly responsible for enticing the sponsors to come out for the event. He said even the weather was perfect and felt like springtime.

“I was thankful for all the people that helped make the event happen,” James said. “Especially our listeners and community members.”

James said he is looking forward to next year. Benally shared the same sentiment.

When it came time for the Easter egg hunt, NBE did it a bit differently. Instead of having kids look for the eggs, the elderly took their turn. Over 50 seniors participated in the event with baskets in hand.

Children got their turn after the seniors.

In total, almost 9,000 eggs were scattered across the huge field.

Bikes donated by the radio stations were given to kids as well as other cool prizes. A bouncy house was set up too, which was a huge hit that occupied the kids.

Toward the end, NBE gave out free hot dogs, chips, and juice boxes to all that attended.

Benally said plans are in the works for more events as this one was a test to see how well an event hosted by the radio station would go.

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“I’m planning other forthcoming events this year,” Benally said. “We’ll announce those so please tune into KTNN & KWRK.”

Lastly, Benally thanked his entire staff, the proud sponsors, and their listeners for the great turnout.

For more information visit KTNNONLINE.com and capitalcountryfm.com.

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