

# Press Release

To: All Media Outlets  
From: Jill Trowell, Marketing Chair Air Magic Valley Air show  
Date: July 21, 2008  
Release: Immediate  
Re: 2008 Air Magic Valley Air Show Media Riders

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The Center of Influence VIP Riders for the Rob Green Auto Group & Pepsi Present Air Magic Valley Air Show have been announced. The VIP riders are as follows.



Coach Chris Petersen, head coach of the Boise State Broncos Football team. In the history of college football, only one coach since 1900 has won 13 games in his first season at the helm of a Division I football team. That coach is Chris Petersen. We are happy to have him come to Twin Falls for this great opportunity to soar with the Blue Angels. Please see attached for more information.



Dr. Jerry Beck, president of the College of Southern Idaho in Twin Falls. Jerry worked his way up the ranks at CSI, starting as a small engine repair instructor in 1975 to Executive Vice President and Chief Academic Officer to current president. He has a passion for education and is highly involved in the community. He is married to his lovely wife Barbara and they have 3 children.



William Kezele, media broadcast liaison. Will has been involved in major market radio and television for 14 years. Will has contacts and relationships with most of the radio stations throughout the state and has done radio interviews, appearances all over the state and will also be guest hosting a morning show in his role as broadcast liaison. Will enjoys volunteering his time and energy. He is married and has 5 children.