

NEWS FROM:
LOS ANGELES COUNTY
DEPARTMENT OF BEACHES AND HARBORS

FOR IMMEDIATE RELEASE

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**DJ LARRY MORGAN FROM 100.3 FM THE SOUND
LEADS 48th ANNUAL HOLIDAY BOAT PARADE**

MARINA DEL REY, CALIF. – Nov. 10, 2010 - Boat Parade organizers announced today DJ Larry Morgan from 100.3 FM, The Sound, will serve as Grand Marshal for the 48th Annual Marina del Rey Holiday Boat Parade scheduled for Saturday, December 11th. Morgan will be leading the two-hour Parade through the main channel of Marina del Rey. This year's Boat Parade theme is "*A Rock 'n Roll Christmas*" commencing at 6 p.m. after a spectacular fireworks show at 5:55 p.m.

"Larry Morgan is a perfect fit as our Grand Marshal this year with our Boat Parade theme. The Marina should get ready to rock out as he cruises along the parade route. We are looking for a Grand Marshal boat 60 feet or more, if anyone is interested in being the Grand Marshal boat contact Boat Parade headquarters" said Holiday Boat Parade President Cindy Williams.

Morgan started his radio career at the age of 15 running Casey Kasem's American Top 40 on Sunday nights. He attended USC and worked part-time at then TOP 40 AM powerhouse KFI answering request lines. Two of Larry's former friends from KFI were now a part of the new KIIS-FM where he joined the legendary staff anchored by Rick Dees and Big Ron O'Brien for their mid-80's run as the biggest station in the country.

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After two years of weekends on KIIS-FM, Larry headed north to Sacramento, where he was music director and afternoon drive personality for KSFM/FM-102.5. Then it was mornings at KHQT/Hot 97.7 and eventually program director for KSWW/94.5 in San Jose. In the early 90's he teamed up with former KIIS-FM fellow employees to grow their new radio syndication company, Premiere Radio Networks. Larry also had a two-year stint at L.A.'s KYSR/Star 98.7 before taking on the role of Premiere Radio's VP of Programming/Comedy Czar where he oversaw national programming as The Bob & Tom Show, American Top 40 with Ryan Seacrest, Delilah, The Jeff Foxworthy Countdown, even working with Casey Kasem on his countdown shows.

The lure of radio was too strong for Larry and in August of 2008 he was proud to join the staff of Bonneville's new KSWD/100.3 The Sound for mornings. He can also be heard as the in-house voice for the AMC and Regal/Edwards/US theater chains, as well as host of channels for Delta Airlines in-flight programming and fill-in hour for the nationally syndicated country music program "After Midnite."

For information about the Marina del Rey Holiday Boat Parade visit mdrboatparade.org or the parade Twitter and Facebook sites. To contact parade headquarters call (310) 670-7130.

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