

KDKD
Today's New Hit Country
95.3 FM

Classic 1280
Hits from the 50's-60's-70's
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THE TRUMAN LAKE RECREATION MARKET

**It's the visitors that make Truman Lake a
"Market within our market"!**

- **More than 1,800,000 visitors entered the Truman Lake State Park in the last Four Years!**
- In 2009 alone...2.4 Million people entered some part of the Truman Lake area including boat ramps, fish & wildlife areas and roads that terminate at the lake!
- 453,000 people visited the park each of the last four years (4-yr average)!
- Over 83,000 visited the Truman Lake Visitors Center in 2009!
(Above figures provided to KDKD by U.S. Corps of Engineers)

OTHER TRUMAN LAKE AREA STATS

- Truman Lake is the largest flood control reservoir in Missouri.
- It covers about 55,000 acres at normal pool. It can increase of over 200,000 acres at the top of flood control pool.
- The lake has more than 100,000 acres of land surrounding it including twenty (20) parks and access areas. These areas include boat launching ramps, campgrounds, full service marinas, picnic areas, sand swimming beaches and a regional visitors center, located just outside of Warsaw.



***SPEAK TO THOSE VISITORS USING KDKD FM!
KDKD FM 95.3 remains the MOST POWERFUL commercial radio
station in proximity to ALL of Truman Lake, its facilities...and visitors!***