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GLENDALE 11 & CBS 5 TEAM UP FOR SUPER BOWL

GLENDALE, Ariz. –Five months, 21 stories, two local TV stations and one Super Bowl— all of this equals an unprecedented partnership.

Glendale's city cable station Glendale 11 and CBS 5 have created a first-ever partnership of its kind between a local network and local government cable station to bring viewers an exclusive look at the behind-the-scenes preparation and inner workings of how the city of Glendale is planning and preparing for the Super Bowl.

Glendale 11 is producing stories designed to inform viewers of what Glendale is doing to get ready for Super Bowl XLII in Feb. 2008. A creative team of seasoned TV news veterans, including writer and host Julie Watters and photojournalists/editors Troy Browder and Joe Larger, will produce 21 stories for the 10 p.m. newscast every Sunday on CBS 5, the Valley's number one rated Sunday 10 p.m. newscast.

Each week, the city will present a new aspect of what is going on, from transportation to public safety to marketing and tourism.

"The partnership with CBS is helping us truly touch residents through the mainstream media," said Julie Frisoni, Communications Director for the city of Glendale. "By partnering with such a valued hometown news program, we are able to connect with those who live in the Valley and throughout Arizona on a regular basis as we gear up for the world's largest sporting event."

"I am pleased that we decided to partner with Glendale 11," said Steven D. Hammel, Vice President and General Manager for CBS 5. "They are top notch pros. Our viewers will be able to get great information presented in a very appealing way during our Sunday 10PM newscasts. Our viewers will get an inside, behind-the-scenes look on what it really takes to prepare for a Super Bowl."

The first story will air 10 p.m., Sunday, September 9 and continue every Sunday night through January 27. For more information or to watch the stories on your computer, visit

www.glendalesgotgame.com.

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