

FOR IMMEDIATE RELEASE

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GLENDALE 11 RECEIVES NATIONAL RECOGNITION

GLENDALE, Ariz. – Glendale 11, the city’s cable television station, is the recipient of two awards from 3CMA. The awards are for original work produced by the station, including a PSA and an interview/talk show.

The street racing prevention PSA created by Glendale 11 received a “Silver Circle Award.” The PSA involves teenagers who are members of the Glendale Mayor’s Youth Advisory Commission. The two-minute video is produced, photographed and edited with a high-tech, MTV style look and feel.

The second “Silver Circle Award” from 3CMA is for a 30-minute program called Glendale Today. This show is hosted by the Mayor and City Council and features various issues, services and current events.

This year, 3CMA received 690-entries from around the country. The competition is based on population size. Glendale 11 was positioned in the 200,000 – 3,000,000 category.

The Savvy Awards competition is sponsored by the City-County Communications and Marketing Association (3CMA) and is held in cooperation with the National League of Cities.

The awards recognize outstanding local government achievements in communications, public-sector marketing and citizen-government relationships.

“This highly respected national recognition demonstrates our creative approach to PSAs and programming,” said Julie Frisoni, Marketing/Communications Director for City of Glendale. “The 3CMA awards reflect our cutting-edge format we provide to viewers, while at the same time offering important information that residents need.”

Glendale 11 airs on Cox and Qwest Channel 11, 24-hours a day, seven days a week. For complete viewer’s guide, visit www.glendaleaz.com/glendale11.

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