

FOR IMMEDIATE RELEASE
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MEDIA CONTACT: Kafi Rouse (757) 398.3152
kbrouse@wgnttv.com

STAND FOR HOPE ON CW 27

**“ALEX SCOTT: A STAND FOR HOPE” AIRS ON CW 27, WGNT-TV!
ON SATURDAY, AUGUST 23, 2008**



Portsmouth, Va. CW 27, WGNT-TV is pleased to announce the special broadcast of “Alex Scott: A Stand for Hope” on Saturday, August 23, 7:30 – 8 PM and an encore presentation on Sunday, August 24, 10 PM – 10:30 PM. This special presentation is all about how a little girl and a simple lemonade stand can do amazing things. There are children alive today because of a little girl named Alex Scott and the movement she started. This documentary tells her story and the legacy of hope she left behind.

“When life gives you lemons, make lemonade. When you have bad things, make good things,” Alex once said. Alexandra Scott of Wynnewood, Pa., whose battle with pediatric cancer captured hearts nationwide, died peacefully August 2004 at the age of 8.

“Cancer affects so many of us in more ways than one,” said CW 27 Vice President and General Manager Steven Soldinger. “What began as one lemonade stand

which raised \$2,000 is now a worldwide movement raising over \$20 million for childhood cancer research and we are pleased to be a part of Alex’s vision which is to find a cure for all children with cancer.”

CW 27, WGNT-TV is a part of the CBS Corp. Television Stations Group and currently reigns as one of the highest rated CW affiliates in the country. CW 27 is a dominant television force in Hampton Roads, leading our market with top-rated entertainment like Dr. Phil, Judge Judy, Gossip Girl, America’s Next Top Model and Judge Joe Brown. CW 27 can be seen in HD on channel 707 on Cox Digital Cable in Hampton Roads.

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