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## **SKY4-TV TEAMS UP WITH THE NORFOLK TIDES TO BRING BASEBALL INTO THOUSANDS OF HOMES DURING THE 2013 SEASON**

**NORFOLK, VA (January, 24, 2013)** – SKY4-TV has partnered with the Norfolk Tides to be the Official Television Station of the Norfolk Tides for the 2013 baseball season, beginning with the first televised game on Friday, April 5, against the Durham Bulls.

The games, which will be broadcast in high definition every other Friday when the Tides play home at Harbor Park, will potentially reach SKY4-TV's 770,000 households, from Williamsburg north, west to Interstate 95, south to Manteo, N.C. With the help of a new tower on the Virginia/North Carolina border in Camden County, N.C., SKY4-TV can also be seen by the approximate 10 percent of households that do not subscribe to cable or satellite television. For those who do, SKY4-TV can be seen on Cox, Time Warner, Dish Network, Charter, Mediacom and DIRECTV.

"The partnership will provide fans with the opportunity to see the Tides play throughout the season in the comfort of their own homes," said Ed Marlowe, SKY4-TV's vice president/general manager. "In addition, the Tides will be able to reach people who might otherwise not get a chance to come watch games on a regular basis."

"By providing fans with in-home viewing of the Tides, we will be able to showcase our players' talents on their home field," said Ben Giancola, assistant general manager of the Norfolk Tides Baseball Club. "We hope by broadcasting the team, more people will want to come out and see the Tides play ball at Harbor Park."

Primarily, Friday home games will be broadcast after the season's start in April. SKY4-TV and the Tides, as the season progresses, will look into increasing that number, Marlowe said.

Audio will be provided live by ESPN Radio 94.1 – the Norfolk Tides' official radio station - and its experienced broadcast team of Pete Michaud and "Longtime Tides General Manager and current Executive Vice-President and Senior Advisor to the President, Dave Rosenfield". Dave has been with the Tides for over 50 years, starting back in 1962!

WSKY-TV has covered the men's and women college basketball teams of the Old Dominion University Monarchs, providing coverage of home and away games throughout the CAA. WSKY4-TV has also provided live coverage of Norfolk Harborfest, the Oceana Naval Air Show, the Langley Air Force Air Show, the NATO Azalea Parade, 4th of July Celebrations Live from Corolla, Miss Virginia Pageant and many other events in Hampton Roads.

The Norfolk Tides are the Triple-A affiliate of the Baltimore Orioles, and a member of the International League. For more information on the team, visit [NorfolkTides.com](http://NorfolkTides.com).

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