



## **News Release**

For immediate release

September 7, 2012

### ***WVEC 13News Annual School Supply Drive another Great Success!***

**Norfolk, VA** – WVEC 13News, the ABC affiliate in the Hampton Roads region of Virginia, has just wrapped up their annual school supply drive. *The Write Stuff* campaign, sponsored by The Salvation Army, Chick-fil-A, Farm Fresh and Grand Furniture was very successful, with more than 3,000 students receiving school supplies.

“We are grateful to our partners this year,” said Captain Brett Meredith of The Salvation Army. “Because of their support, we will be able to help thousands of children in Hampton Roads prepare to go back to school.”

Chuck Spruill, WVEC’s Director of Creative Services added, “The Write Stuff campaign has been a worthwhile station initiative for almost 20 years, and I’m proud that WVEC and our sponsors are so committed to helping local children start their school year with these necessary supplies.”

Throughout the month of August, the Hampton Roads community donated new school supplies at local Chick-fil-A, Farm Fresh, and Grand Furniture locations. Donated supplies ranged from backpacks, notebook paper, pens, pencils and crayons to calculators, highlighters, index cards, rulers and pencil wallets; all the items needed to help less fortunate children prepare for a successful school year. The Salvation Army collects and distributes all supplies the last three days of August, just in time for the start of the school year.

#### **About Belo Corp.**

WVEC is part of Belo Corp. (BLC), one of the nation’s largest pure-play, publicly-traded television companies, that owns and operates 20 television stations (nine in the top 25 markets) and their associated Web sites. Belo stations, which include affiliations with ABC, CBS, NBC, FOX and the CW, reach more than 14 percent of U.S. television households in 15 highly-attractive markets. Belo stations rank first or second in nearly all of their local markets. Additional information is available by contacting Elizabeth Fimian, WVEC 13News at 757-625-1313.