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FOR IMMEDIATE RELEASE

WVEC ABC13 Presents Google Glass Week on 13News Now at Daybreak

A unique, behind the scenes look at our morning newscast

April 2, 2014 NORFOLK – WVEC-TV, a Gannett Co., Inc. (NYSE: GCI) station, announced today that during the week of April 7th – April 11th, 13News Now at Daybreak will give viewers a different look at our newscast using the cutting edge technology of “Google Glass.” During the 6am hour of Daybreak, a different crew member will wear the device for a first hand view of what they see when they do their job. Anchor LaSalle Blanks, Traffic Reporter Ashley Smith, and Meteorologist Craig Moeller, along with some behind the scenes staff, will be wearing the glasses during the week.

A continuous live stream of the Google Glass feed will be available on wvec.com. Viewers will have the opportunity to create a “second screen” experience for themselves, as they will be able to watch the continuous Google Glass stream on a separate device (phone, tablet or computer,) while watching the newscast on TV simultaneously.

“The idea behind the project is to give our viewers a multiplatform experience that will give them a better look at how we present the news on a daily basis,” said ABC13 Director of Creative Services Ed Tudor. “The entire team has embraced the concept and we are really excited about what people are going to see.”

About WVEC

WVEC is the ABC affiliated television station for the Hampton Roads region of Virginia (including the “Seven Cities”: Chesapeake, Hampton, Newport News, Norfolk, Portsmouth, Suffolk, and Virginia Beach), and the northeast corner of North Carolina, including the “Outer Banks”. WVEC produces 33.5 hours of live local news per week, and is a leading provider of digital content through wvec.com and an expanding portfolio of news and weather applications for smart phones and tablets. The audience looks to WVEC as the leading community-oriented station that most reflects the spirit of Hampton Roads and northeastern North Carolina. For more information about WVEC contact Ed Tudor, Director of Creative Services, at (757) 628-6253 or etudor@wvec.com.

About Gannett

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