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## **Birmingham DMA to Simulcast Local Special Friday, September 5<sup>th</sup> at 6:30 pm**

In an unprecedented collaboration, three network affiliated television stations in Birmingham have agreed to co-produce and simulcast a live, local special titled: "Stand Up To Cancer Alabama". The 30-minute program is a joint venture of WBMA, ABC 33/40; WIAT, CBS 42 and WVTM, NBC 13 HD.



Hosted by local news anchors Brenda Ladun; Sherri Jackson and Mike Royer, the Birmingham stations are working with the local chapter of the American Cancer Society to showcase local cancer research being done at University of Alabama at Birmingham Cancer Center along with information about efforts to support and assist cancer patients and their families.

In a joint statement the managers of the participating Birmingham stations stated their reason for this unparalleled cooperation is simple, "What could be more important than serving our community in the "beginning of the end of cancer."

The program will be produced at the NBC 13 HD studios in High Definition and will be telecast commercial-free on all three stations.

This program is the local lead-in to "The Stand Up To Cancer" primetime television special that will air on September 5, 2008 (7pm CDT), aimed at rallying the public around the goal of ending cancer's reign as a leading cause of death by supporting research. In a first ever joint venture, ABC, CBS and NBC will donate one hour of simultaneous commercial-free primetime for this nationally televised fundraising event.

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