



# AMERICA'S 400<sup>TH</sup> ANNIVERSARY

*The Journey That Changed the World*

*Sandra Day O'Connor, Honorary Chair*

For Immediate Release  
August 10, 2006

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## **Virginia CBS affiliates to syndicate America's 400th Anniversary Special** **One-hour program will be offered to stations and cable channels internationally**

Williamsburg, VA—Jamestown 2007 and a consortium of four CBS affiliates in Virginia and Washington, D.C. have signed an agreement to produce and syndicate a one-hour television special honoring the 400<sup>th</sup> anniversary of Jamestown, Va., the first permanent English settlement in the Americas. The program will feature entertainment highlights from the 18-month commemoration, including America's Anniversary Weekend, a three-day event taking place May 11-13, 2007.

Participating affiliates include WTVR in Richmond, WTKR in Hampton Roads, WUSA in Washington and WDBJ in Roanoke.

"These stations have demonstrated tremendous vision and an understanding of the importance of the commemoration to the nation," said Jeanne Zeidler, executive director of Jamestown 2007. "We are very excited to be working with them."

Jamestown 2007 will develop the program through Prosody Creative Services, the firm producing America's Anniversary Weekend and several other signature events of the commemoration. Using an Emmy-winning team, Prosody will serve as the show's executive producer.

The CBS consortium will syndicate the program to individual affiliates of CBS and other networks, as well as cable channels and other potential distribution outlets.

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“America’s 400<sup>th</sup> Anniversary is truly a once-in-a-lifetime event,” said Peter Maroney, vice president and general manager of WTVR. “Initial indications are that we’ll find significant national interest in a program about this American milestone, and we are proud that leadership by Virginia’s CBS affiliates will contribute to the success of the commemoration as a whole.”

*Jamestown 2007, a sub-agency of the Jamestown-Yorktown Foundation, is coordinating efforts to commemorate the 400<sup>th</sup> anniversary of Jamestown, Va., the first permanent English settlement in the Americas. The nation’s first representative government, free enterprise system and culturally diverse society began at Jamestown. State, national, and international commemorative events to salute these legacies began in May 2006 and continue into 2008. Major corporate sponsors of America’s 400<sup>th</sup> Anniversary include Norfolk Southern Corporation (NYSE: NSC), Verizon (NYSE: VZ) and The Colonial Williamsburg Foundation. Other sponsors include AirTran Airways (NYSE: AAI), Philip Morris, James City County and Towne Bank. More information about the commemoration is available at [www.Americas400thAnniversary.com](http://www.Americas400thAnniversary.com).*

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