
NEWS

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CABLE ONE RECEIVES NATIONAL ATTENTION FOR MEDIA EXCELLENCE

The Partnership for a Drug-Free America, Arizona Affiliate is pleased to announce that it has presented Cable One Broadcasting the 2008 Media Excellence Award for Outstanding Public Service Message Support. In 2008, Cable One played 20,000 public service messages at a value of \$270,780.

Each year, the Partnership for a Drug-Free America provides Arizona media with public service messaging on the importance of parent/child communication to prevent drug use. Research shows that the more parents view our messages, the more likely they are to talk with their children about the dangers of drugs. In 2008, the Partnership's focus was on raising awareness about the misuse of prescription medication by teens.

“We are honored to receive this award,” said Shannon Vialpando, traffic for Cable One. “At Cable One, we have a deep commitment to serving the communities where we live and work. We believe that one of the most important investments we can make as citizens is to support our community through local partnerships. We are proud to join the Arizona Affiliate in making a difference in people's lives.”

“Cable One's support is extraordinary and we are extremely grateful for their dedication to this cause,” said Shelly Mowrey, deputy director of programs and communications for the Arizona Affiliate. “Thanks to the generosity of Cable One, we have been able to reach – and hopefully help – thousands of people.”

About The Partnership for a Drug-Free America

The Partnership for a Drug-Free America was formed in 1986 by the communications industry to educate children, parents and communities about the consequences of illicit drug use and the benefits of living drug-free. The Partnership is highly regarded for its proven effective media campaigns and public awareness programs. Independent studies

from academia, business and science document the profound impact of The Partnership's programs on attitudes and behavior.

The Arizona Affiliate was established in 2003 to carry out The Partnership's mission to reduce illicit drug use in Arizona while meeting the unique needs of communities. Through its programs, the Arizona Affiliate inspires and empowers Arizonans to join in a united effort to prevent illicit drug use among teens through community-based education. The Partnership is a non profit 501-c-3 organization.

For more information, visit the Affiliate website at www.PartnerUpAz.org.

About Cable One

Cable One Advertising opened its doors to the Tri-City area in 1997, and offers businesses the opportunity to advertise on 28 networks.