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## NEWS RELEASE

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### Free Educational Programming Available Through the City of Cupertino

The **Annenberg/CPB Channel** of free educational programming is now available to members of the Cupertino community, thanks to a new alliance between the City of Cupertino and Annenberg/CPB in Washington, D.C.

The **Annenberg/CPB Channel** will be available from 1 a.m. to 9 a.m. on Monday through Friday beginning in August on cable channel 26, the Cupertino City Channel.

The nationally distributed **Annenberg/CPB Channel** features renowned Annenberg/CPB educational series in all areas of the high school and college curriculum, professional development programming for educators, and workshops through which K-12 teachers can earn graduate credit. With broadband Internet, viewers may also access the extensive library of Video On Demand programs available on the Annenberg web site. The Channel web site can be found at the City Channel section of **www.cupertino.org**. Available free, the Channel has no commercial advertising, and is produced by Annenberg/CPB with the Harvard-Smithsonian Center for Astrophysics.

“We’re pleased to be able to link up with this free educational service,” said David Knapp, Cupertino city manager. “This is a great opportunity to show viewers in Cupertino what we can do for them thanks to these new technologies. We’re especially glad to be able to increase educational programming at no charge, and at such a high level of quality.”

**Annenberg/CPB**, a partnership between the Annenberg Foundation and the Corporation for Public Broadcasting, uses media and telecommunications to advance excellent teaching in American schools. Annenberg/CPB funds educational series and teacher professional development workshops for the **Annenberg/CPB Channel**. The Channel is distributed free by satellite to schools and to other educational and community organizations nationwide.

The notable series, workshops and activities of Annenberg/CPB include A Biography of America, Destinos, French in Action, Journey North, The Mechanical Universe, The Private Universe Project, the Teaching Math Libraries, and The Western Tradition.