



**NEWS RELEASE**

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**CBS 3, THE CW PHILLY 57 HONOR  
THE MEMORY OF DR. MARTIN LUTHER KING, JR.  
WITH HALF HOUR SPECIAL**

**'MLK: A Philadelphia Tribute' To Air Throughout February**

Philadelphia, January 30, 2007--CBS 3 and The CW Philly 57 are proud to honor the memory of Dr. Martin Luther King, Jr. with a half-hour, locally-produced special to air throughout February, Black History Month, on both stations. CBS 3 Anchor **Ukee Washington** and The CW Philly 57 Anchor **Natasha Brown** will host *MLK: A Philadelphia Tribute*, which highlights local events including a tribute concert performed by The Philadelphia Orchestra on Martin Luther King Jr. Day of Service, the national holiday dedicated to the memory and legacy of the great civil rights leader.

The special debuts on The CW Philly 57 on Saturday, February 10 at 7:30 p.m. with an encore performance on CBS 3 the next day, Sunday, February 11 at 11 a.m. The special will also be repeated on The CW that same day, Sunday, at 4:30 p.m. and on February 24 at 8 p.m.

The heart of the special is the story of the tenth annual King Day concert by The Philadelphia Orchestra, now a local tradition. CBS 3 and The CW Philly 57 partnered with The Orchestra in celebration of the life and work of Dr. Martin Luther King Jr. with a free community concert held Monday, January 15<sup>th</sup> at Martin Luther King Jr. High School. Guest conductor **Thomas Wilkins** led the Orchestra, joined by the Philadelphia All-City Chorus. Combining the traditions of African-American culture and Western classical music, the concert paid tribute to Dr. King's religious beliefs, his vision of a society free of prejudice and racial divisions and his belief in the power of music to effect change.

“Our stations were proud to join the Orchestra in bringing a little bit of this very special evening into homes throughout the Delaware Valley,” says CBS 3 and The CW Philly President and General Manager Michael Colleran. “It was an incredible night that captured both the spirit of the man and the movement he inspired.”

Throughout the tri-state area, both young and old also celebrated the legacy of Dr. King by participating in community service projects throughout the region. *MLK- A Philadelphia Tribute* will include a look at the day’s volunteer activities as well.

*MLK- A Philadelphia* is presented by Cigna and sponsored in part by Toyota.

CBS 3 and The CW Philly 57 are part of CBS Television Stations, a division of CBS Corporation consisting of 39 stations, including 21 CBS, 11 The CW, three MyNetworkTV and four independent stations not affiliated with major networks.

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