

FOR IMMEDIATE RELEASE

CONTACT: Melissa Tench-Stevens, Executive Director
Tri-Valley Community Television – TV28, 29 and 30

PHONE: 925.462.3030
E-MAIL: mts@tv30.org

DATE: September 23, 2009

“TRI-VALLEY COMMUNITY FOCUS”
PREMIERES ON TRI-VALLEY COMMUNITY
TELEVISION

Pleasanton, CA – “Tri-Valley Community Focus,” a new show produced in partnership with Tri-Valley Community Foundation and Tri-Valley Community Television, has debuted on TV30. Hosted by Mark Curtis, well-known Bay area television personality, this half hour show will air Tuesdays and Fridays at 7:30p on TV30.

Tri-Valley Community Television Executive Director, Melissa Tench-Stevens says “I am pleased that David Rice and Mark Curtis selected our production team at Tri-Valley Community Television to produce “Tri-Valley Community Focus”. An added bonus is giving our viewers the opportunity to meet community leaders through this positive and informational program when it airs on TV30.”

“The purpose of “Tri-Valley Community Focus,” said David Rice, President of Tri-Valley Community Foundation, “is to shine a light on the community leaders, especially corporate leaders from the Tri-Valley who are doing interesting and cutting edge things. It will give the viewers an opportunity to see what companies are implementing and doing in the area of corporate social responsibility, making a profit but giving back to the community where they live.”

The premiere show features a one on one interview with Richard Stulen, Vice President of Sandia National Laboratories. “They do a lot of fantastic things for the community,” said Curtis. “They are known for their great technology work but they also do great charity work. They are doing a whole host of things that people aren’t aware of that benefit the community.”

Future shows will feature interviews with corporate leaders from Kaiser Permanente, Electrical Contractors Trust, Lawrence Livermore Lab, Becton Healthcare Resources, among others.

Another element the Tri-Valley Community Foundation is sponsoring and producing with TVCTV is “Community Champions,” a 60 second spot that “shows people who are modeling leadership by personally giving back to the community so other’s will be inspired through their experiences,” said Rice. These spots air on TV 28, 29 and 30 at various times.

The Tri-Valley Community Foundation, a non-profit organization, serves the communities of Pleasanton, Livermore, Dublin, Sunol, San Ramon, Danville and Alamo by raising funds to meet human needs in our region and support cultural and educational projects that enrich community life.

“There are a lot of good companies and service organizations in the Tri-Valley that do great things but no one ever hears about them,” commented Curtis. “Tri-Valley Focus will put a spotlight on the good things in the Tri-Valley.”

Tri-Valley Community Television is located at 4663 Bernal Avenue, Suite B in Pleasanton, CA. A 501c3, Tri-Valley TV provides programming over channels TV28, TV29 and TV30 on Comcast Cable and AT&T U-Verse.

For more information about the station and its programming visit our website at www.tri-valleytv.org.

###