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PORT OF BALTIMORE TRICENTENNIAL COMMITTEE TEAMS UP WITH WBFF AND LIVING CLASSROOMS FOUNDATION FOR 'KIDSPORT'

-- SERIES OF COMMERCIALS, PROGRAMS AND CONTESTS BEGIN TODAY ON WBFF HONORING PORT OF BALTIMORE'S 300TH ANNIVERSARY --

Baltimore, MD – The education component of the Port of Baltimore Tricentennial Committee's (POBTC) mission during its 300th anniversary celebration is being kicked off today with a project titled "KidsPort", which is being produced by WBFF in conjunction with the POBTC and Living Classrooms Foundation.

Today's first of thirty-two (32) KidsPort commercial spots being aired on WBFF's stations has been prepared by students researching knowledgeable facts about the Port of Baltimore. The students also are hosting various commercials on important issues related to the Port. They are being aired on WBFF's stations: FOX, CW Baltimore, and GOOD TV.

In addition, a half hour special program on the port, prepared in conjunction with students and Living Classrooms, will be aired during the six month time period on FOX 45 and GOOD TV. Events and activities throughout the year are being created and implemented to educate business and political leaders, as well as all Marylanders.

The commercials and programs will focus on the history of the Port of Baltimore, international trade/commerce, labor, Dundalk and Seagirt Marine Terminals, the cruise industry and the new Cruise Terminal, dredging and its effect on Poplar and Hart Miller Islands, and finally, the future of the Port of Baltimore including the renaming of the Port of Baltimore and investments necessary to secure its future.

During the month of August, WBFF will feature a KidsPort contest, encouraging viewers to learn about the great Port of Baltimore. Every Friday morning, a news contest will include a set of clues related to the Port of Baltimore. The lucky viewers who provide the correct answers will win a prize packages consisting of area attractions in partnership with the 300th anniversary of the Port of Baltimore. Prizes include family pack tickets to the B&O Railroad Museum, Baltimore Museum of Industry, an Orioles game, and a gift certificate to Windows Restaurant & Lounge "Lobster Boil".

In addition to airtime, the Port of Baltimore Tricentennial Committee will receive exposure at two local events by displaying its interactive display and educating visitors about how the Port of Baltimore affects their daily lives. Through onsite advertising, promotional broadcast and audio campaigns, the Port of Baltimore Tricentennial Committee will be featured at Free Friday Flicks and the Baltimore Book Festival. Free Friday Flicks is a unique entertainment experience where thousands of Baltimore-area residents may bring their families to community parks for a movie extravaganza under the stars. The first movie night was held on July 14 at Kinder Farm Park in Millersville, Maryland. The second will be held at one of the Committee's partners, the B&O Railroad Museum, on August 4. The Baltimore Book Festival will take place in Mount Vernon September 29 through October 1, during which Mrs. Helen Bentley and Key Kidder will be onsite signing their recently published book, The Great Port of Baltimore: Its First 300 Years.

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"Our partnership with WBFF allows us to increase our reach to area residents, teaching them the importance of the Port of Baltimore. Marylanders need to understand how the Port affects their daily lives, and how without it, we couldn't survive," says Helen Delich Bentley, Chairwoman for the Port of Baltimore Tricentennial Committee. "The Port of Baltimore has shaped what Maryland is today, and we all need to continue to secure its success in the future."

About The Port of Baltimore Tricentennial Committee (www.PortofBaltimore300.org)

Under the leadership of the Honorable Helen Delich Bentley, the Port of Baltimore Tricentennial Committee was created in June 2005. The Port of Baltimore Tricentennial Committee is a group of maritime industry experts as well as representatives from the city and state who are coordinating efforts to promote the 300th celebration year of the Port of Baltimore. Campaigns throughout the year recognizing the 300th anniversary include a signature event held in June 2006, bus tours of Dundalk and Seagirt Marine Terminals, participation in the city's semi-annual Waterfront Festival and the Volvo Ocean Race in the Inner Harbor, the unveiling of a commemorative 300th anniversary license plate and fine lithograph print, as well as special exhibits and activities with partner organizations.

About The Living Classrooms Foundation (www.livingclassrooms.org)

Living Classrooms Foundation (LCF) is a non-profit organization founded in Baltimore in 1985. The Foundation's philosophy is based on the concept that students — especially those in need of extra guidance — respond to real-world applications of academics far more readily in small classes with challenging settings than they do in traditional classrooms. Living Classrooms' provides innovative hands-on academic, employment training and community service programs for 40,800 youth and young adults annually.

About Sinclair Broadcast Group, Inc. (www.sbgi.net)

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, owns and operates programs or provides sales services to 58 television stations in 36 markets. Sinclair's television group is affiliated with all major networks and reaches approximately 22% of all U.S. television households. For more information, please visit Sinclair's website at www.sbgi.net.

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