



City of Arts & Innovation

News Release

FOR IMMEDIATE RELEASE:

April 19, 2013

Contact:

Cindie Perry
Intergovernmental & Communications Officer
(951) 826-5975; (951) 203-1066 (cell)
<http://www.riversideca.gov>

City broadcasts Salute to Veterans Parade live

RIVERSIDE, Calif. – Government TV will broadcast live the Eight Annual Salute to Veterans Parade Saturday in downtown Riverside.

The parade is expected to begin at 10 a.m. near Riverside City College and end near the county courthouse on Main Street. Cameras will be set up near the reviewing stand on Market and Main. Live programming will cut into the regular programming of GTV at approximately 10:15 a.m., as the parade approaches the reviewing stand, and ends with the last float.

GTV is carried on Charter Cable (Channel 3), Verizon (Channel 21) and AT&T (Channel 99) in Riverside. The live program is co-sponsored by the Arlington Business Partnership and the Riverside Downtown Partnership.

“The businesses of the Arlington Business Improvement District are proud to participate in this program so that those who can’t be there can still watch it at home,” said Teresa Rosales, executive director of the ABP.

Janice Penner of the Riverside Downtown Partnership said that the ability to sponsor live coverage of citywide events adds to the Partnership’s reach to city audiences.

“The Riverside Downtown Partnership is pleased to be able to support the Salute to Veterans Parade. We sponsor three events on the Government Television Channel as we find it an effective way of getting our advertising message out to Riverside residents,” she said.

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