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FOR IMMEDIATE RELEASE

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BCTV OFFERS NEW WAY FOR VIEWERS TO BE A PART OF SPORTS COVERAGE

'Sound Off with Sam' Starts Jan. 18

Starting Thursday, Jan. 18, viewers will have a new way to interact with their favorite Burnsville Community Television (BCTV) live sports broadcasts.

"Sound Off with Sam" is a new, interactive experience. Sports enthusiasts, proud parents or anyone with a question or comment can email play-by-play announcer, Sam Ekstrom – the "Voice of BCTV" during event coverage. Ekstrom will answer questions and share viewer comments LIVE on the air during sporting events as time allows.

To "Sound Off with Sam," email bctv@burnsvillemn.gov during any BCTV live sports broadcast.

For more information about "Sound Off with Sam," email Jay Golden at jay.golden@burnsvillemn.gov or call 952-641-1353. Visit www.burnsville.tv for BCTV's event coverage schedule, or tune in live at www.burnsville.tv/live.



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