



***Quality programs that inform, involve and inspire***

**FOR IMMEDIATE RELEASE**

May 15, 2008

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**KCTS 9 ANNOUNCES ANNUAL SIDEWALK SALE AND OPEN HOUSE**

*KCTS 9 HOSTS SIDEWALK SALE AND OPEN HOUSE WITH DIGITAL TV DEMONSTRATIONS AND RAFFLE*

**SEATTLE, WA**— KCTS 9, Seattle's PBS affiliate, opens its doors for the annual Sidewalk Sale and Open House Saturday, May 31, from 9:00 a.m. to noon. The sale takes place on the south (Republican street) side of the building, where members and guests can shop for new, deeply discounted public television treasures—from DVDs, videos, books and gifts, to office furniture and equipment. Indoors, a special *KCTS 9 Cooks* open house offers guests refreshments and a behind-the-scenes tour of the studios—with the cameras rolling so viewers can see just how good they look on TV.

This year, KCTS 9 has added digital television demonstrations to the tour—including the opportunity to win a free digital-to-analog converter box and new antenna. All viewers using analog sets to receive television signals over the air will need to purchase a converter box or a television with a digital tuner, or subscribe to cable or satellite service to continue viewing television after the digital switch on February 17, 2009. Viewers are encouraged to come to KCTS 9 on May 31 for a primer with "Tim the Tower Man" on how the converter boxes work and how easy they are to install. Information will also be available on where converters can be purchased and how to order coupons to defray their cost.

KCTS 9 is committed to keeping viewers informed on the digital switch. Currently, KCTS 9 provides four free digital television channels: *KCTS 9 DT*, a digital simulcast of our primary channel; *KCTS 9 HD*, our best high definition and wide-screen programming; *KCTS 9 Create*, the best in lifestyle and how-to programming; and *KCTS 9 V-Me*, Spanish-language public television programming for Washington state.

This is an excellent opportunity to meet KCTS 9 staff, mingle with other viewers and pick up some unique gifts. The sidewalk sale will accept cash and checks only and all sales are final. The digital demonstrations and tours are free. KCTS 9 is located at 401 Mercer Street on the Seattle Center campus. For more information, call 206.728.6463 or visit us online at [KCTS9.org](http://KCTS9.org).

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*The KCTS 9 mission is to improve the quality of life in the communities we serve by providing meaningful programming on air, online and in the community that informs, involves and inspires.*