



November 5, 2009 – For Immediate Release

3TV Kicks Off Arizona's Family Holiday Food Drive

Teams up with Fry's Food Stores and Professional Firefighters of Arizona to help the community

PHOENIX – With the holidays quickly approaching, KTVK-3TV has teamed up with Fry's Food Stores and the Professional Firefighters of Arizona for the Arizona's Family Holiday Food Drive. People are encouraged to visit any Fry's Food Store in the state and donate a non-perishable food item or monetary donation through December 29, 2009. All donations from the 2-month drive will benefit local food banks and food pantries statewide. A donation equivalent to the cost of a small cup of coffee would purchase enough food for 17 meals.

"The community's support is vital to the Food Bank's ability to meet the needs of the hungry," said Terry Shannon, President and CEO of St. Mary's Food Bank Alliance. "Demand is already up more than 50 percent, and as the holidays stretch already stressed family budgets, we anticipate seeing an increase of an additional 30 percent. Without this kind of help from 3TV, Fry's and the firefighters, we very simply could not keep up with the demand."

The donations do come at a vital time. In a report recently released by Feeding America, the nation's largest domestic hunger relief charity, Arizona food banks distributed 42.4% more food in the first two quarters of 2009 versus 2008. The demand for emergency food boxes, which includes a 3-5 day supply of food for a family of four, increased by 23%. Even more startling, the report pointed out that in Arizona one in five children is struggling with hunger. That is the sixth highest rate in the country.

In conjunction with the Arizona's Family Holiday Food Drive, on Tuesday, November 24th people are encouraged to visit the Fry's Food Store located at 3949 E. Chandler Boulevard in Phoenix for the One Day Big Give event.

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Firefighters from across the Valley, along with 3TV talent, will be on hand to accept enough donations of non-perishable food items to fill a St. Mary's Food Bank truck. All items donated that day will be used to meet the emergency food needs leading up to the Thanksgiving holiday.

Through the generous support of our community, the 2008 Arizona's Family Holiday Food Drive raised more than \$118,000 and 69,690 pounds of food for more than 1,200 food pantries statewide.

For more information about the Arizona's Family Holiday Food Drive or the One Day Big Give event on November 24 please visit azfamily.com/community.

About KTVK

KTVK-3TV and its Phoenix sister station, KASW-CW6 are part of Belo Corp. KTVK produces 48 hours of local news per week, more local news than most broadcast television stations in the U.S. KTVK's website, azfamily.com is the number one television station website in Arizona. One of the first 40 television stations to convert to high definition, KTVK leads the way in innovation, community involvement and local news and weather coverage delivered by the most popular on-air talent in the market. Its audience credits KTVK as being *the* community-minded station that most reflects the spirit of Arizona and its people.

For more information about KTVK, contact: Blanca Esparza, Community Relations Manager, 602.207.333, besparza@azfamily.com

About Belo Corp.

Belo Corp. (BLC) is one of the nation's largest pure-play, publicly-traded television companies, with 2008 annual revenue of \$733 million. The Company owns and operates 20 television stations (nine in the top 25 markets) and their associated Web sites. Belo stations, which include affiliations with ABC, CBS, NBC, FOX, CW and MyNetwork TV, reach more than 14 percent of U.S. television households in 15 highly-attractive markets. Belo stations rank first or second in nearly all of their local markets. Additional information is available at www.belo.com or by contacting Paul Fry, vice president/Investor Relations & Corporate Communications, at 214-977-6835.

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