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**TO:** News Editors/Assignment Editors  
**DATE:** May 10, 2010  
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## **FOR IMMEDIATE RELEASE**

### **Local TV Show Receives Award from New York State Nurses Association**

Vestal, NY - WSKG Public Broadcasting announces the receipt of the Public Relations Award from the District 5 New York State Nurses Association. This prestigious award is bestowed upon an organization that communicates nursing perspectives to the community, facilitates health care education and public awareness, and demonstrates research of current health care issues and/or promotes excellence in the nursing profession.

On Thursday, May 6<sup>th</sup>, The District 5 public relations award was presented to WSKG Public Broadcasting for *Move It!*, a WSKG original children's television show featuring a unique, high energy format for children and families interested in health and wellness.

Nancy Coddington, Community Outreach Coordinator, and Jennifer Matoney, *Move It!* Producer/Director, were on hand to accept the award.

"It's such an honor to be recognized by a well respected organization. We are thrilled that *Move It!* has a positive impact on children and our community," said Matoney.

To learn more about *Move It!* visit [wskg.org](http://wskg.org). *Move It!* airs Fridays at 5:30PM and Sundays at 10:30AM on WSKG-TV.

### **About WSKG**

WSKG serves to inspire with the highest quality educational programming, explore the arts, culture and heritage of the region and beyond, engage in thoughtful consideration of news and issues of importance, and entertain with the very best in multimedia programming. WSKG is operated by WSKG Public Telecommunications Council, a private non-profit corporation chartered by the Board of Regents of the State University of New York in association with the New York State Department of Education. WSKG Public Broadcasting provides a public broadcasting service to residents in a 21- county coverage area that includes the Southern Tier of New York and the Northern Tier of Pennsylvania.

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