

**SPORTSCENTER
ACROSS AMERICA
July 17 – Sept. 4**



June 20, 2005

ESPN's flagship news and information program will embark on an unprecedented enterprise with ***SportsCenter Across America***, a 50-states-in-50-days summer tour starting Sunday, July 17 when the entire 11 p.m. ET show, hosted by Chris Berman and Stuart Scott, will originate from Fenway Park following the Yankees-Red Sox game. The ***50 States ★ 50 Days*** initiative will continue the next 49 consecutive days when *SportsCenter* will traverse the nation, stopping at a sporting event in a different state each day through September 4. (*Day-by-day schedule to follow*)

Each ***SportsCenter Across America*** segment will originate from a mobile *SportsCenter* set with an anchor and a live audience at a sporting event germane to the state. These daily segments will include event action, historical notes, factoids and vignettes about each state's contribution to the national sports scene, as well as "Best" lists compiled from ESPN research and ESPN.com voters, and several long-form features.

"This is a phenomenal opportunity for ESPN to touch our viewers, to personally meet the fans who watch us every day," said Norby Williamson, senior vice president and managing editor. "Along the way, we will educate our viewers about the varied sporting events popular throughout the country, and point out the well-known, and perhaps not-so-well-known, athletes and events from each state."

Joining opening night co-hosts Berman and Scott as ***SportsCenter Across America*** anchors will be John Anderson, Steve Berthiaume, Linda Cohn, Rece Davis, Neil Everett, Brian Kenny, Steve Levy, Kenny Mayne, Chris McKendry, Dan Patrick, Scott Van Pelt, Matt Winer and Trey Wingo.

"I've been fortunate to travel the country in 26 years with ESPN, and the one thing that has impressed me about our network, and *SportsCenter* in particular, is that everyone feels we reach out to them -- whether it's the South, the West, the Midwest, we always feel welcomed wherever we go," Berman said. "This gives us the chance to get a little closer to our fans, and it's a small way to say 'Thanks,' because ESPN would not be what it is today without support from all 50 states. So, just like the U.S. Senate, every state is represented equally on this tour."

Supporting the *50 States★50 Days* tour will be presenting sponsors Bud Light (6 p.m. *SportsCenter*), American Express (11 p.m.), and Coca-Cola (1a.m.).

ESPN will capitalize on its expertise of televising thousands of hours of live, remote programming each year by sending five experienced production teams on the road to achieve ***50 States★50 Days***. They will present a look at an eclectic list of events ranging from duck calling in Louisiana and the annual Elvis 5K Road Race in Memphis, to professional golf, NFL and NASCAR.

ESPN.COM FOLLOWS *SPORTSCENTER* VIA MANY FORMATS

ESPN.com will allow fans to follow *SportsCenter's 50 States★50 Days* online, with full coverage beginning July 13. A special section of the leading sports Web site will be devoted to ***SportsCenter Across America*** and will include an interactive map highlighting each state; ESPN Motion video, including original behind-the-scenes footage and content from the *SportsCenter* programs; state-specific pages with facts, figures and SportsNation polls; editorial focusing on events and states throughout the tour; and regular SportsNation chats with notable figures from the state highlighted that day.

***SPORTSCENTER* ON THE ROAD**

While ambitious in its nature, ***50 States★50 Days*** is the latest example of *SportsCenter* going on the road, following last year's week at an Army base in Kuwait, to annual trips to the Super Bowl, NBA Finals and other major events.

SportsCenter

Debut: September 7, 1979, ESPN's first show. **Flagship:** *SportsCenter* is ESPN's flagship studio show and television's only nightly, one-hour sports news program. Offering in-depth reports on breaking news, creative highlights, features and in-depth analysis from award-winning journalists, *SportsCenter* is television's most comprehensive and longest-running sports news show. The 25,000th show was aired August 25, 2002. **Viewership:** As many as 88 million people a month watch *SportsCenter*.

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-- *State-by-state schedule on following pages* --

SPORTSCENTER ACROSS AMERICA

<u>DATE</u>	<u>CITY, STATE</u>	<u>EVENT</u>
July 17	Boston, Mass.	Yankees-Red Sox Best rivalry in sports?
July 18	Manchester, New Hampshire	Akron Aeros-New Hampshire Fisher Cats Eastern League AA Baseball
July 19	Nampa, Idaho	Snake River Stampede Professional Rodeo
July 20	Dyersville, Iowa	Field of Dreams Built for 1988 Kevin Costner movie
July 21	Fairbanks, Alaska	World Eskimo-Indian Olympics Largest cultural event in Alaska
July 22	Staunton, Virginia	Foosball Spectacular 4 th annual <i>Thunder in the Mountains</i> event
July 23	Oakes, North Dakota	Cal Ripken Baseball Tournament Most experienced level of Babe Ruth ball
July 24	Wakeeney, Kansas	95th Annual Trego County Fair Chainsaw artist, paintball, rodeo, etc.
July 25	Newport, Rhode Island	Swan American Regatta 70 boats competing in Narragansett Bay
July 26	Hood River, Oregon	U.S. Windsurfing National Champ ages 10-70 compete upwind, downwind, slalom
July 27	Lost Prairie, Montana	Skydive Lost Prairie Jump Meet 420 skydivers made 6,600 jumps in 2004
July 28	Philadelphia, Mississippi	Neshoba County Fair harness racing at fair dating back to 1889
July 29	Seattle, Washington	Freestyle Frisbee Championship. players expected from all over the world
July 30	Heber Springs, Arkansas	Cardboard Boat Racing Championship 100 boats of cardboard, tape, glue, paint
July 31	Grand Blanc, Michigan	PGA TOUR Buick Open Vijay Singh defends his '04 championship
August 1	Durham, North Carolina	Charlotte Knights-Durham Bulls team in Costner's <i>Bull Durham</i> hosts AAA game
August 2	St. Louis, Missouri	Marlins-Cardinals last 2 NL champs at Busch Stadium's last season
August 3	Las Vegas, Nevada	National Darts Championship 600 competitors from around the world
August 4	Los Angeles, California	Summer X Games XI Nearly 200,000 fans attended X Games X
August 5	Cody, Wyoming	Wild West Balloon Fest Hot-air balloon competitions and balloon glow
August 6	Maui, Hawaii	Hawaiian Canoe Racing Championships 3,000 paddlers last yr.@ Hankao'o Beach
August 7	Indianapolis, Indiana	Brickyard 400 NASCAR visits renowned Speedway
August 8	Canton, Ohio	AFC-NFC Hall of Fame Game Dolphins-Bears kick-off NFL pre-season
August 9	Atlanta, Georgia	Giants-Braves Is Bonds back chasing ex-Brave Aaron's record?
August 10	Sturgis, South Dakota	Sturgis Motorcycle Rally half-million bikers visit town of 7,000

August 11	Surprise, Arizona	Mesa Miners-Surprise Fighting Falcons Golden League @ Rangers/Royals Spring home
August 12	Springfield, New Jersey	PGA Championship (2nd round) First time Baltusrol hosts this event
August 13	Memphis, Tennessee	Elvis 5K Road Race Finish Line at gates of Graceland
August 14	Sparta, Kentucky	IndyCar Kentucky 300 @ Ky. Speedway 60,000 saw Adrian Fernandez win last year
August 15	New York, New York	Rucker Tournament: Entertainer's Classic Iverson, Marbury, Garnett are alums
August 16	Winsooki, Vermont	Tri City Valley Cats-Vermont Expos Astros-Nationals Class A teams
August 17	Odessa, Texas	"Friday Night Lights" high school team practice Permian Panthers are 428-114-12 in 45-yr. history
August 18	Snowshow Mountain, West Va.	NORBA Mountain Biking 5,000 fans watch 2,000 bikers
August 19	Wilmington, Delaware	Lynchburg Hillcats-Wilmington Blue Rocks Class A Carolina League; Rocks are BoSox affil.
August 20	Machias, Maine	Pie-Eating Contest @ Annual Blueberry Festival 1 minute: eat all you can w/hands behind back
August 21	St. Paul, Minnesota	Saint Paul Inline Marathon 2,500 skaters along Mississippi River
August 22	Chicago, Illinois	Braves-Cubs Series dating to 1876 resumes at night
August 23	Williamsport, Pennsylvania	Little League World Series Brett, Boggs, Carter & Ryan played here
August 24	Peterson Air Force Base, Col.	Armed Forces Women's Softball Home of U.S./Canada airspace protector
August 25	Jacksonville, Florida	Falcons-Jaguars Young QBs Vick & Leftwich collide
August 26	New Haven, Connecticut	Pilot Pen Tennis Tune-up for U.S. Open
August 27	Port Republic, Maryland	Jousting Tournament Official state sport; 1 st state to have one
August 28	Gueydan, Louisiana	Gueydan Duck Festival Includes duck calling; "Duck Capitol of America"
August 29	Salt Lake City, Utah	Colorado Springs Sky Sox-Salt Lake Stingers Triple A Rockies-Angels affiliates
August 30	Albuquerque, New Mexico	World Senior Racquetball Competition Earl Acuff defends his age 85+ title
August 31	Lincoln, Nebraska	Cornhuskers football practice 2 nd yr. under ex-Raiders coach Bill Callahan
Sept. 1	Columbia, South Carolina	So. Carolina-Central Florida Steve Spurrier's first game
Sept. 2	McAlester, Oklahoma	Prison Rodeo Only sanctioned rodeo behind prison walls
Sept. 3	Auburn, Alabama	Georgia Tech-Auburn Defending SEC champs open at home
Sept. 4	West Allis, Wisconsin	Highland Games & Celtic Fling Battle axe throw & border collie herding