



COUNTY OF LAKE

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FOR IMMEDIATE RELEASE

September 18, 2009

**LAKE COUNTY TO BE FEATURED ON 'OPENROAD WITH DOUG MCCONNELL';
EPISODE TO PREMIERE ON KQED-9, MONDAY, SEPTEMBER 28, AT 7:30 P.M.**

LAKE COUNTY, CA — Lake County will be featured in an upcoming episode of the new travel series on public television titled, "OpenRoad with Doug McConnell." The segment will premiere on KQED-9 (San Francisco) on Monday, September 28, 2009, at 7:30 p.m.

McConnell is known to many as the well-respected host of the former "Bay Area Backroads" television series that aired for many years on KRON-SF. His new series premiered on KQED back in April, immediately garnering impressive ratings, and recently receiving approval for syndication. So far, stations from across the country have signed on to air the series, including stations in areas such as Portland, Las Vegas, Los Angeles, Chicago, Arizona, Hawaii, Minnesota, and Florida, with syndication already in 40 percent of the nation's markets and growing.

McConnell and his production team filmed the segment in Lake County back in May. The segment is included as part of the episode titled, "Surprising California," which will air at the following times on Bay Area public television stations:

KQED-9

Monday, September 28, 2009, at 7:30 p.m.

Tuesday, September 29, 2009, at 1:30 a.m.

Thursday, October 1, 2009, at 2:00 p.m.

KTEH-54

Wednesday, October 7, 2009, at 6:30 p.m.

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“OpenRoad with Doug McConnell” is being broadcast on KQED on Monday evenings and randomly throughout the week. With a focus on travel throughout the West, the series features stories about nature and wildlife, destinations and road trips, and history and culture.

In addition, Lake County is featured with an on-air message at the beginning and end of each episode along with a presence on the show’s companion web site, *www.openroad.tv*, which features more in-depth stories, videos, and tips from McConnell’s extensive travels throughout the West.

For more information, contact the Lake County Marketing and Economic Development Program at (707) 263-2580.

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