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FOR IMMEDIATE RELEASE:

**KTLA – CHANNEL 5 IN LOS ANGELES**  
**WILL HOST THEIR MORNING NEWS – SAN BERNARDINO STYLE**

**SAN BERNARDINO, Calif. (Sept. 8, 2010)** – The Stater Bros. Route 66 Rendezvous is revving up for its 21<sup>st</sup> annual cruisin’ car show being held September 16 – 19, 2010 in downtown San Bernardino. This year, there will be an added attraction – ***KTLA Morning News*** – Channel 5 is heading from Los Angeles to San Bernardino, bringing their entire show with them.

On Friday, September 17, 2010 beginning at 5:00 a.m. KTLA will broadcast live from the grassy area east of the California Theatre of Performing Arts located at 562 W. 4<sup>th</sup> Street. Michaela Pereira, Frank Buckley, Mark Kriski and Jessica Holmes will experience what the Open Header Contest sounds like, take part in a simulated firemen’s water competition, interview the winners of this year’s Neon Light Contest, and so much more. Live coverage will continue until 10:00 a.m.

Jessica Holmes will do the entertainment report from the balcony of the California Theatre of Performing Arts. Gayle Anderson will be at San Bernardino High School talking with the kids getting ready for Friday’s football game.

“We are excited that the entire news crew is coming to San Bernardino and will focus on all of the great aspects that San Bernardino has to offer,” says Wayne Austin, president & CEO of the San Bernardino Convention & Visitors Bureau, producers of the Stater Bros. Route 66 Rendezvous.

“They are even bringing out the KTLA helicopter,” says Austin. “How gratifying is it that we are welcoming the Los Angeles audience into our historical city of San Bernardino.”

KTLA Channel 5 supervising senior producer, Janet Hill says, “We are open to having an audience during the show with live viewer participation.” The ***KTLA Morning News*** is a breakfast television show currently aired on Los Angeles’ CW affiliate KTLA Channel 5. The show is broadcast from 5:00 a.m. -10 a.m. The 5 a.m. - 7 a.m. portion is a general news/traffic/weather format. The 7 a.m. -10 a.m. segment also features news, traffic and weather, but emphasizes entertainment and other light-hearted stories.

The Stater Bros. Route 66 Rendezvous is California’s hottest cruisin’ classic car show that transforms the 35-blocks of historical downtown San Bernardino into an automotive extravaganza with 1,700 hot rods, classics and custom cars cruising. This event is free to the public who will enjoy the classic cars, music and entertainment, sponsor displays, legendary guests, contests and vendors.



Charitable contributions made by The Stater Bros. Route 66 Rendezvous include: The Boys and Girls Club of San Bernardino; the Elks Lodges of San Bernardino, Redlands and Riverside; the Route 66 Museums of Victorville and Barstow; the Public Safety Academy; the Neighborhood Cluster Association; Vietnam Veterans of America – Inland Empire; The Swans Club; Inland Young Marines and U.S. Air Force Recruiting Academy. The San Bernardino Convention & Visitors Bureau (SBCVB), producers of the Stater Bros. Route 66 Rendezvous, is a private, non-profit corporation providing destination sales and marketing services for the City of San Bernardino.

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