



For Release

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Pittsburgh's CW extends WPIAL partnership with three-year contract

Pittsburgh -- KDKA-TV and Pittsburgh's CW (WPCW) are proud to announce a three-year partnership with the WPIAL to remain the exclusive television home of the WPIAL football playoffs and championships games through 2021. Pittsburgh's CW will air two regular season games (beginning this Friday night), two playoff matchups and all six championship games (see detailed schedule below).

The Western Pennsylvania Interscholastic Athletic League is one of the nation's longest-running high school sports organizations with a rich history dating back to 1906. Over that time, the WPIAL has produced some of the most legendary players in football history like Joe Namath, Tony Dorsett, Joe Montana and Dan Marino. More recently, many NFL players have come through the ranks such as Aaron Donald, Rob Gronkowski and Tyler Boyd.

This partnership began in 2018 when WPCW produced and aired the WPIAL championships for the first time. Chris Cotugno, KDKA Director of Sales, believes this extension was a natural fit for both parties. "We're excited to extend this exclusive partnership and bring one of the country's most-storied interscholastic athletic competitions to the Pittsburgh community", he said.

WPIAL Executive Director Tim O'Malley said, "We are excited to announce this extension with KDKA, which will continue our visibility across Western Pennsylvania and beyond. We are grateful to KDKA and our sponsors for stepping up to continue the tradition of televising our championship games to viewers around the region."

Teall Properties Group is the official marketing and sponsorship partner of the WPIAL. Their General Manager added, "We look forward to continuing our relationship with KDKA and working together to bring a first-class viewing experience for our sponsors and the WPIAL."

High School Football on CW Schedule:



PITTSBURGH THE CW HIGH SCHOOL FOOTBALL TV SCHEDULE

10/18 7PM	Peters Twp. @ Bethel Park
10/25 7PM	Gateway @ McKeesport
11/01 7PM	WPIAL 1st Round Playoff Game
11/08 7PM	WPIAL 2nd Round Playoff Game



PITTSBURGH THE CW HIGH SCHOOL FOOTBALL CHAMPIONSHIP TV SCHEDULE WPIAL

SATURDAY NOV. 16
WPIAL Finals - Heinz Field (Teams TBA)

11am	1A Championship
2pm	3A Championship
5pm	4A Championship
7pm	6A Championship

SATURDAY NOV. 23
WPIAL Finals - Norwin HS (Teams TBA)

12pm	2A Championship
6pm	5A Championship

Pittsburgh's CW is broadcast free, over-the-air, on 19.1, and on these local cable networks:

 PITTSBURGH THE CW	STANDARD	HD
Armstrong Cable	6	110
Comcast Cable	15	808
Comcast Cable (Bethel Park I & II McKees Rocks)	22	808
Comcast Cable (New Castle)	14	808
Comcast Cable (Monroeville)	2	808
Verizon-FIOS	3	503
DISH	19	8135
DIRECT TV	19	948

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