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MOUNTAIN LAKE PBS RECEIVES NATIONAL AWARD FOR EDUCATION INNOVATION

PLATTSBURGH, NY – 3/29/2010 – Mountain Lake PBS received a *My Source* Education Innovation Award from the Corporation for Public Broadcasting (CPB) this weekend in Washington, D.C.

The *My Source* Education Innovation Awards recognize and showcase how public media stations use pioneering approaches and emerging digital technologies to serve the educational needs of their communities on-air, online and in the classroom.

“Stations across the country are using technology in creative and innovative ways to deliver educational tools and resources that are making a real difference to teachers, parents and children,” said Pat Harrison, president and CEO of CPB. “Public media is the definitive education partner for a new generation of learners and CPB congratulates Mountain Lake PBS for its outstanding contribution to the community.”

Mountain Lake received the award for the ***Dead Reckoning ~ Champlain in America Multimedia Project***; which combines a state-of-the-art animated documentary about Samuel de Champlain with educational content that meets New York State and National Learning Standards. Major funding for the project was provided by the Lakes to Locks Passage. The components of this project include interactive lesson plans and supportive web-based content. Mountain Lake PBS also sponsored a writing contest celebrating student authored newspaper articles about Champlain’s travels.

“We answered the call from CPB and PBS to create a multiplatform educational project with interactive lesson plans and a comprehensive website. ***Dead Reckoning ~ Champlain in America*** is a learning experience that goes beyond entertainment,” stated Mountain Lake PBS President and CEO Alice Recore.

The award was presented to Alice Recore and Mountain Lake PBS’ Director of Education Jane Owens by Pat Harrison at the Council of Chief State School Officers/Public Media Executive Summit. Mountain Lake PBS will receive a \$3,000 grant to further support the project.

ABOUT CPB -- CPB is a private, nonprofit corporation created by Congress in 1967 and is steward of the federal government's investment in public broadcasting. It helps support the operations of more than 1,100 locally-owned and -operated public television and radio stations nationwide, and is the largest single source of funding for research, technology, and program development for public radio, television and related online services

ABOUT MOUNTAIN LAKE PBS -- Mountain Lake PBS produces high quality programs for local and worldwide audiences, reaching over 3.9 million viewers in New York, Vermont, Quebec and Ontario. The station also provides a host of education and outreach services for learners of all ages and devotes at least eight hours a day to programming for children.

Mountain Lake PBS’ mission is to celebrate and strengthen the civic and cultural life of the Mountain Lake region by providing distinctive telecommunications programs and services that inform, educate, involve and entertain.

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