



MEDIA INFORMATION

FOR IMMEDIATE RELEASE
Monday, Sept. 15, 2008

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QWEST, FSN ROCKY MOUNTAIN AND THE UNIVERSITY OF COLORADO ANNOUNCE SECOND "WINNING ATTITUDE" WINNER OF 2008

Franklin Middle School Student Receives Honor

Qwest, FSN Rocky Mountain and the University of Colorado have named Franklin Middle School (Greeley, Colo.) eighth grader **Cole Smith** as the recipient of the second Winning Attitude award for the 2008 season. Winners are selected from stories they submitted explaining how their "Winning Attitude" made a difference in their communities.

This is the third year Qwest, FSN and CU have come together to honor middle school students around Colorado for the differences they can make in their communities by providing outstanding efforts in sportsmanship, community involvement and teamwork. Ten winning entrants and their classmates will win a trip to an upcoming CU home football game at Folsom Field or a men's basketball home game and a \$1,000 contribution for their school from Qwest.

There is one grand prize winner selected among the 10 winning entrants who will receive the opportunity to host a school-wide pep rally emceed by an on-air talent from FSN Rocky Mountain. Colorado football coach **Dan Hawkins**, men's basketball coach **Jeff Bzdelik** and two CU student-athletes will talk to the school. CU cheerleaders and the CU band also will be there to perform at the rally. The grand prize winner receives a \$2,500 contribution from Qwest for their school.

Smith showed his Winning Attitude by being a Unified Sports Partner on his older brother Matty's Special Olympics basketball team. The younger Smith has been a Unified Sports Partner with Special Olympics Colorado for six years. The Unified Sports Program combines Special Olympic athletes with their non-disabled peers on the same sports team. Partners train and compete right alongside Special Olympic athletes. On the brink of a losing season for the third consecutive year, Smith encouraged his teammates to give 110 percent for the upcoming Special Olympics Summer Games held at the University of Northern Colorado. He promoted sportsmanship by sharing the basketball with his teammates and cheering on the opposing team during the games. After losing 12 straight games, Smith and his Special Olympics team eventually won the gold medal game. He feels they won because of hard work, dedication, good sportsmanship and the fact that the team believed in themselves.

Smith and his classmates will be honored between the third and fourth quarters of the Colorado vs. West Virginia football game Thursday, September 18.

To submit a story of a middle-school student having a "Winning Attitude," go to www.cubuffs.com to download the entry form. All entries must be received by Jan. 30, 2009.

-- FSN Rocky Mountain --

FSN Rocky Mountain, a Denver-based regional sports network, has telecast rights to the Colorado Rockies, Utah Jazz, Denver Broncos, Denver Outlaws, University of Colorado, University of Denver, Colorado High School Activities Association, as well as Big 12 football and women's basketball, Pac-10 football and basketball and ACC basketball. The network serves more than 2.6 million cable and satellite subscribers in Colorado, Utah, Wyoming, Montana, Idaho, Nebraska, Kansas and Nevada. FSN Rocky Mountain is a member of the Liberty Sports Group, which also includes the regional sports networks FSN Pittsburgh and FSN Northwest. The three networks combined reach more than 8.5 million viewers across 17 states and own exclusive programming and distribution partnerships with more than 24 professional and collegiate teams. Liberty Sports Group is a controlled subsidiary of Liberty Media Corporation attributed to the Liberty Entertainment Group. For more information, please visit libertysportsgroup.com.