



Contact: Darwin McPherson  
Director of Corporate Communications  
716/845.7155

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[dmcpherson@wned.org](mailto:dmcpherson@wned.org)

### **WNEDE DEBUTS “THINKBRIGHT AND WELL” OCTOBER 1**

*Health and Wellness Programming Expanded; Channel Will Soon Air Beyond Erie County*

Buffalo, N.Y. — Reflecting a greater emphasis on health and wellness as of October 1, WNEDE’s ThinkBright TV has a new name: **ThinkBright and Well**. The public broadcasting channel will also expand its reach outside Erie County. Time Warner Cable has reported to WNEDE that it will offer ThinkBright and Well to its digital subscribers on Time Warner digital 431 in Niagara, Genesee, Monroe, Livingston, and Orleans Counties in November.\* (In Erie County, ThinkBright is currently seen on Time Warner 21 and broadcast digital 17.3.)

Monday nights on ThinkBright have featured innovative programs covering nutrition, children’s health, preventive care, holistic health, aging, mental health and related topics. Now, viewers can tune in each weeknight from 7 to 9 pm for similar high-quality programming. (Health programming will continue to air Monday nights through 11 pm, and will also air weekday afternoons and overnight.)

“WNEDE is committed to using all the resources of public broadcasting to foster a better understanding of health issues within our communities,” said WNEDE President and CEO Donald K. Boswell. “We will continue to obtain and produce top-notch programming that can help viewers make informed health care decisions and maintain healthy lifestyles.”

Through other changes, ThinkBright and Well will offer more diverse programming to reach larger audiences. They include:

- **Arts and crafts** programming, including cooking, sewing, woodworking and painting: weekdays 10:30 am-12:30 pm;
- **Wine, food** and more hands-on **arts and crafts** topics: Saturday afternoons;
- **Family/consumer topics, food and nutrition**: Sunday afternoons/early evenings.

ThinkBright and Well will continue to broadcast children’s programming each morning (from 7 to 10 am) and after school (weekdays from 4 to 6 pm). Other popular theme nights will continue from 9 to 11 pm: **Sunday Family & Education**; **Tuesday Arts & Performance**; **Wednesday History & Biography**; **Thursday Heritage & Diversity**; **Friday Think Globally**; and **Saturday Science & Nature**.

[\* Four regions in Upstate New York that have been airing ThinkBright will continue to carry ThinkBright and Well: Albany (WMHT); Binghamton (WSKG); Watertown (WPBS) and Plattsburgh (Mountain Lake PBS).]

*Through ThinkBright and Well TV, WNEDE-TV, WNEDE-AM 970 The Information Station and Classical 94.5/WNEDE, the member-supported WNEDE Buffalo/Toronto provides high quality programming and services that enlighten, inspire, entertain and educate Western New York and Southern Ontario communities. Additional information about WNEDE can be found at [www.wned.org](http://www.wned.org).*