



MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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C-SPAN'S CAMPAIGN 2008 BUS VISITS TRUMAN LITTLE WHITE HOUSE

WASHINGTON (November 7, 2008) - Local residents and Key West visitors will join the thousands who have toured C-SPAN's Campaign 2008 Bus as part of the "Road to the White House" tour when the bus rolls into town later this month. On Saturday, November 22nd, the bus will be open to the public at the Truman Little White House from 10 AM – 1 PM.

The 45-foot mobile production studio was on the campaign trail to promote and enhance C-SPAN's comprehensive political coverage, traveling to major political events such as candidate debates and speeches in primary states, touring state capitals, and also conducting educational programs for teachers and students. Since its January 2007 launch, the bus has been to 43 state capitals, 136 universities and 213 schools where 408 elected officials, 5,500 teachers, 40,600 students, and 4 presidential candidates have been on board. The Campaign 2008 Bus was also at both the Democratic and Republican National Conventions.

The local visit, in partnership with Comcast, is part of the bus's inaugural "Road to the White House" tour, named after C-SPAN's renowned political program that marked its 20th year on the air in 2008.

"We're thrilled to be on the road with the Campaign 2008 Bus during this historic election year," said C-SPAN Marketing Representative Sarah Parker. "As the political network of record, we're excited to offer a variety of resources for educators, students, and the general public as part of our extensive coverage of the 2008 presidential elections."

A revamped version of the network's award-winning School Bus, the Campaign 2008 bus sports a new exterior design wrap in election themes along with interior modifications that include the latest television production equipment.

C-SPAN Classroom, www.c-spanclassroom.org, a free membership service for teachers, offers a selection of free, downloadable video clips picked from the network's extensive political programming including "Road to the White House" that are updated weekly and "classroom-ready" allowing teachers to readily incorporate a study of presidential politics into their curriculum.

Look for C-SPAN's political coverage on the C-SPAN networks, C-SPAN Radio and c-span.org.