

NEWS RELEASE – For Immediate ReleaseCONTACT: Jeanie Croope / (517) 353-5982 / jeanie@wkar.org

December 28, 2012

**WKAR “Downton Abbey Screening” a Huge Hit
Additional Screening Added**

(East Lansing, MI) – Like the rest of the nation, the Greater Lansing area is clearly fascinated by the lives and times of Lord and Lady Grantham, the Crawley family and the servants who manage Downton Abbey. The “Masterpiece Classic” series “Downton Abbey” has not only won the hearts of viewers, but has so intrigued them that WKAR’s two back-to-back screenings to preview the new season was filled in less than eight hours.

Thanks to Studio C! theatre in Meridian Mall, a third screening will also be held on January 3, a 10 p.m. This is in addition to the earlier screenings that are already filled at 6 and 8 p.m. Seats can still be reserved at WKAR.org.

“We knew that Downton Abbey had a lot of fans based on our screening last year, said WKAR’s station manager Susi Elkins. “This year we moved the screening to Studio C! at Meridian Mall to allow for a larger audience. We were delighted when it filled so quickly, but needed to accommodate those who still wanted to register. We are grateful that Studio C! was willing to add a third screening.

“There is clearly Downton Abbey fever in mid-Michigan and we’re so pleased that WKAR can bring the series to local viewers,” says Elkins. Holding a third screening on the same evening for one program is a first for WKAR.

“Downton Abbey” will air at 9 p.m. on WKAR-TV beginning January 6. Most episodes will be repeated the following Sunday prior to each new episode so those who missed a program can catch up. “Downton Abbey” will also be seen Saturdays on WKAR World, which is available to over-the-air viewers and those who watch on Comcast and several other cable services.

WKAR is part of Michigan State University’s College of Communication Arts & Sciences and includes WKAR-TV, WKAR Radio, WKAR.org, WKAR Radio Reading Service and WKAR Ready To Learn. WKAR is funded in large part by contributions from viewers and listeners with additional support from Michigan State University and the Corporation for Public Broadcasting.

#####

