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FOR IMMEDIATE RELEASE

BLUEROCK ENERGY SPONSORS WCNY'S "DOUBLE DOWN"

Season Six to Air November 7, 2010

SYRACUSE, NY, (October 25, 2010) – BlueRock Energy, a premier provider of electricity and natural gas products, has become an official sponsor of WCNY's "Double Down." WCNY's high energy, fast-paced academic quiz show, "Double Down" begins its sixth season Sunday, November 7 at 6 p.m. on WCNY 24.1.

New this season, the "Double Down" season six champions will bring home the first BlueRock Energy Scholastic Award trophy to their school. BlueRock Energy will award the winning school \$1,000 plus a \$200 U.S. Savings Bond to each member of the winning team. The second place team will receive \$500 for their school and each member of the team will be awarded a \$100 U.S. Savings Bond.

"BlueRock Energy is very pleased to support WCNY's "Double Down" and to be a part of the academic quiz show for teens," said Chuck Hurley, Vice President of Sales and Marketing for BlueRock Energy. "BlueRock Energy believes that supporting the leaders of tomorrow is very important to the future of the Central New York community."

"Double Down" begins with 36 teams from across Central New York and the champion is crowned in March. In each episode, two teams square off to test their knowledge of science, math, literature, history, current events, arts, and sports.

To learn more about the series or to check the schedule, visit "Double Down" online at wcny.org/doubledown.

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About WCNY

WCNY is a private, tax-exempt, nonprofit organization, and member-supported affiliate of the Public Broadcasting Service (PBS) founded in 1965. WCNY serves a 19-county viewing and listening area. WCNY broadcasts television programming on "Main Channel" 24.1 in Syracuse, WCNY2, and digital channels: Your TV 24.2, Cinema 24 – 24.3, and WCNY-HD – 24.4. All channels are carried by 33 cable carriers including Time Warner and Verizon FIOS. WCNY is also the only station in our broadcast area that offers true HD 24-hours a day. WCNY-FM, the only classical music station in Central New York, is broadcast on WCNY-FM, 91.3 in Syracuse, WJNY-FM, 90.9 in Watertown, WUNY-FM, 89.5 in Utica, and is broadcast over the World Wide Web at www.wcny.org. Our visually impaired audience can access "Read-Out," a radio reading service. WCNY offers educational videos online. We also produce original programming that inspires, educates, and entertains, and offer award-winning video production and media consulting services to the public.

About BlueRock Energy

BlueRock Energy is a premier provider of electricity and natural gas products. We also offer a green option as well. Choosing a new energy service provider doesn't have to be hard. At BlueRock Energy we save commercial, industrial and residential customers money on their energy costs and make it simple. BlueRock Energy putting people in power. Please visit www.bluerockenergy.com for more information about the company and the services it provides

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