

## FOR IMMEDIATE RELEASE

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**Contact:** Terry Robinson | Director of Communications and Public Relations |  
225-367-6206 | [trobinson4@ebrschools.org](mailto:trobinson4@ebrschools.org)

### **EBR Schools, Mayor's Office, Midsouth Broadcasting Launch 'Game of the Week'**

**BATON ROUGE, La.** — The East Baton Rouge Parish School System is excited to announce a new partnership with the Mayor's Office and Midsouth Broadcasting Company to launch the "EBR & Mayor Sid Edwards' Game of the Week."

The broadcasts will kick off with nine high school football games, starting at 7 p.m. Friday, Sept. 19, as McKinley High takes on Scotlandville High at Olympia Stadium.

Produced by Natchez, Mississippi-based Midsouth Broadcasting, the "*Game of the Week*" will spotlight the talent, dedication and school spirit of student-athletes and football programs across EBR schools.

Each week, a featured game will be broadcast live on Midsouth Broadcasting's Channel B, available via Roku, Amazon Fire TV (search "Midsouth Broadcasting" in your app store), or by streaming from any smart device at [www.midsouth.tv](http://www.midsouth.tv).

"As we launch this initiative, one of our goals is not only to create a high-quality product but also to extend the exposure of our student-athletes," said Chad Germany, athletic director of EBRPSS Health and PE. "The '*Game of the Week*' will help generate excitement around our programs and showcase the dedication of our students who remain committed to EBR schools. We want to make sure they receive all the love, support and recognition they deserve."

On the weeks leading up to each broadcast, EBRPSS staff and Mayor Sid Edwards' media team will visit the participating schools to conduct short interviews with coaches and players. These segments will be featured during that week's broadcast, giving students and coaches the opportunity to share their stories, school pride and sportsmanship with the Baton Rouge community.

"It's good to have Sid Edwards involved, not only as mayor but also as someone who is a former coach with a deep love for the kids of our district. His ongoing

commitment to EBR students makes this partnership even more meaningful," Germany said.

### Projected Game Schedule

- Sept. 19 – McKinley vs. Scotlandville
- Sept. 25 – Glen Oaks vs. Madison Prep
- Oct. 3 – Northeast vs. Slaughter Charter
- Oct. 9 – Tara vs. Broadmoor
- Oct. 16 – Scotlandville vs. Woodlawn (at Scotlandville)
- Oct. 17 – Capitol vs. Baker (at Memorial)
- Oct. 24 – Istrouma vs. West Feliciana
- Oct. 31 – Belaire vs. Tara
- Nov. 7 – Liberty vs. Woodlawn

### How to Watch

To view Channel B on your television:

1. Open the Midsouth Broadcasting app.
2. Navigate to Live TV.
3. Select Channel B.

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