



Press release

FOX 4 Morning Blend Program to be Broadcast Live From Calistoga Bakery Café In North Naples On November 7

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Fort Myers FOX 4 WFTX-TV Vice President and General Manager Judy D. Kenney announced the station's program, *The Morning Blend*, will be broadcast live from Calistoga Bakery Café at Airport Pulling Road and Vanderbilt Beach Drive in North Naples on Wednesday, November 7 from 10:00-11:00 a.m. The program debuted on August 13 of this year and is hosted by Tracey Edwards with co-host Astrid Martinez.

"*The Morning Blend* is a format that brings our audience closer to local businesses, products and services," said Kenney. "We wanted to bring this program to Southwest Florida because local television programming is important to us and this is a terrific format. The response has been overwhelmingly positive. The program is lifestyle driven – part talk, part information and always fun."

Tracey Edwards is an accomplished host with an array of impressive credits, including hosting *America's Store* on the Home Shopping Network, *Q2* on QVC, *Monster Shop* on the USA Network and *Daytime* on local television in Tampa. Astrid Martinez was co-host and producer of *D'Latinos* on Azteca America and served as the red-carpet reporter for the *Latin Billboard Awards* and as reporter for *Health Awareness* on Azteca America. The program is produced by Emmy Award winning producer Peggy Murphy.

"Tracey and Astrid help showcase local information and ideas while injecting their personalities along the way. It's full of interesting information we all need to know," said Kenney. "This will be our first foray into broadcasting the entire show live on location and we are thrilled to be doing that from Calistoga Bakery Café in North Naples. They are providing a beautiful setting for the show as well as their own brand of delicious treats for the audience."

Calistoga Bakery Café serves breakfast, lunch and dinner in a relaxed setting. Guests may dine fireside indoors or café style outdoors. Audience members will sample Calistoga's fresh baked artisan breads, gently toasted pressata sandwiches, rich soups, gourmet salads, premium fresh ground bean lattes and other delectable choices.

"We're delighted to host FOX-4's first live on location broadcast of the *Morning Blend*," said Michael R. Cortino, president and COO of Calistoga Bakery Café. "It will be a memorable experience for all of us at Calistoga and I'm sure the audience will enjoy sampling items from

our menu. Our entire organization is committed to being involved in the community. Participating in what should be an exciting event for all concerned is certainly in keeping with that commitment.”

In addition to its Airport Pulling Road location in North Naples, Calistoga Bakery Café will be opening locations at Gulfcoast Towne Center on Alico Road in Fort Myers early in November and at Coastland Center Mall on Tamiami Trail in Naples at the end of November.

Audience participation in the *The Morning Blend* broadcast from Calistoga Bakery Café on November 7 is by invitation only and limited to 100 guests. Invitations have been sent to individuals and businesses in the Naples area. Invitees are encouraged to respond promptly as the demand for seating will be high.

“This live broadcast is a big moment in the history of *The Morning Blend* and another big moment for FOX-4,” said Kenney. “We produce five and a half hours of local news every weekday and now we’re proud to offer this local program as well. Taking the show out of the studio and doing it live from Calistoga Bakery Café is consistent with our desire to be fully engaged with the community we serve. We’re very much looking forward to a wonderful broadcast from Naples.”

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