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FOR IMMEDIATE RELEASE

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ESPN To Launch "Endless Sports Marathon"

ESPN will trigger the starting gun on an "endless sports marathon" Monday, Sept. 1, when the dream of 24-hours-a-day, 365-days-a-year sports programming becomes a reality -- less than one year after the cable network's first telecast Sept. 7, 1979.

The Entertainment and Sports Programming Network, America's only total sports network, plans a special-filled first week in commemoration of one of the biggest achievements in sports television history -- all-sports, all-day, for all-time.

"The first week's schedule clearly states our commitment to provide varied, quality programming as we go 24-hours-a-day," said Chester R. Simmons, President of ESPN. "Now that we've achieved our goal, we will go on to bigger and better things."

The first week's schedule includes:

- The expansion of ESPN's SportsCenter to a special hour edition weekday evenings from 7 to 8 p.m., beginning September 1. Already television's most comprehensive sports wrap-up show, SportsCenter will now provide more up-to-the-minute sports news, highlights and commentary than ever before.
- NCAA football. College football will be the cornerstone of ESPN's fall schedule, with teams like defending champ Alabama, Ohio State, USC, Penn State and Nebraska appearing. Georgia Tech at Alabama (first telecast Sunday, Sept. 7 at 8 p.m.) is the first weekend's top game ... A season-long Friday evening preview show hosted by Jim Simpson and Bud Wilkinson begins Sept. 5 8 p.m., and will include a look at key games of the weekend, highlights, interviews and a coach's strategy session with Wilkinson ... A Monday evening review show begins Sept. 8 at 8 p.m.
- NCAA soccer. A popular attraction last year, ESPN's September coverage will feature traditionally though teams like San Francisco, Hartwick, Connecticut and Southern Illinois. An NCAA soccer preview show (Thursday, Sept. 4 at 8 p.m.) hosted by Lou Palmer and Seamus Malin kicks off ESPN's coverage.
- NFL preview shows. A detailed look at the NFC (Tuesday, Sept. 2 at 8 p.m.) and the AFC (Wednesday, Sept. 3 at 8 p.m.) as the 1980 season looms close. Each show will be repeated three times.
- Season-long NFL forecast shows, which will take a weekly look at the weekend's key games, personnel matchups and injury reports. The first of these shows will be telecast Thursday, Sept. 4 at 8:30 p.m.
- Continuing live coverage of Canadian Football League action. Live games: Sept. 1, Edmonton at Calgary, 4:30 p.m. and B.C. at Montreal, 8 p.m.; Sept. 6, Montreal at Toronto, 8 p.m.

All times Eastern Daylight.

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