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Memo #0037

F4 U.S. CHAMPIONSHIP ENTERS MILLIONS OF HOUSEHOLDS ACROSS AMERICA

"Formula 4 United States Championship Today" show debuts Saturday

INDIANAPOLIS – The inaugural race weekend of the Formula 4 United States Championship powered by Honda will be featured on television across the country starting this weekend.

The first of seven episodes of "F4 U.S. Championship Today" will air Saturday at 4 p.m. ET on Altitude Sports and will debut on NESN National on Monday at 12:30 a.m. ET. The episode will feature the debut weekend of the series from Lexington, Ohio, earlier this month.

Altitude and NESN are available throughout the United States on DirecTV, Dish Network and AT&T U-verse, making the program available in millions of households. The program will also air on regional sports channel SWX Sports.

The first show follows the F4 U.S. season debut at Mid-Ohio Sports Car Course with highlights from each of the three races, interviews from drivers and team owners like five-time IndyCar winner turned television color analyst Scott Goodyear and insights on the making of the car.

Here's the broadcast schedule for the first episode, which is subject to change:

Saturday, July 23	Altitude Sports	4 p.m.
Monday, July 25	NESN National	12:30 a.m.
Tuesday, July 26	Altitude Sports	12:01 a.m.
	SWX Sports	12:01 a.m.
Wednesday, July 27	Altitude Sports	9:30 a.m.
Friday, July 29	Altitude Sports	12:30 a.m.
	Altitude Sports	8 p.m.
Saturday, July 30	SWX Sports	12:30 a.m.
Monday, Aug. 1	NESN National	12:30 a.m.
Wednesday, Aug. 3	NESN National	4:30 p.m.
Thursday, Aug. 4	Altitude Sports	8:30 a.m.
Friday, Aug. 5	Altitude Sports	8 p.m.
Saturday, Aug. 6	Altitude Sports	1:30 a.m.
Monday, Aug. 8	NESN National	12:30 a.m.
Wednesday, Aug. 10	NESN National	4:30 p.m.
Thursday, Aug. 11	Altitude Sports	6:30 p.m.
Friday, Aug. 19	Altitude Sports	8 p.m.
Saturday, Aug. 20	Altitude Sports	7:30 p.m.

