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## CLEVELAND POPS TO PERFORM ON NATIONAL TELEVISION

### NBC TO BROADCAST THE CLEVELAND POPS, PETER CETERA AND WORLD-CLASS ICE SKATERS IN SMUCKER'S PRESENTS HOT ICE, COOL SOUNDS CHRISTMAS DAY SPECIAL

**Cleveland, Ohio, August 4, 2008....** The Cleveland Pops Orchestra will be appearing in its first national television appearance with famous singer and songwriter Peter Cetera in an NBC Christmas Day Special television broadcast of *Smucker's presents Hot Ice, Cool Sounds*. The national telecast will air on NBC from 3-5PM on Christmas Day 2008. This original television broadcast of a live show will be taped on October 18, 2008 in Youngstown's Chevrolet Centre featuring The Cleveland Pops Orchestra, Peter Cetera and a star-studded list of Olympic and world-class figure skaters. Skaters confirmed for the one-time collaboration include Olympic silver medalist Sasha Cohen, Olympic gold medalist Brian Boitano, six-time U.S. champion Todd Eldredge, world champion Yuka Sato, three-time U.S. champion Michael Weiss, world ice dancing champion Shae-Lynn Bourne, six-time Canadian champion Jennifer Robinson, Olympic pairs champions Jamie Sale and David Pelletier and two-time world silver medalist dancing champions Marie-France Dubreuil and Patrice Lauzon.

The Cleveland Pops Orchestra, led by conductor Carl Topilow, is renowned for their exciting and innovative blend of popular music, standards, Broadway show tunes, movie scores, swing, big band and jazz performances.

Peter Cetera, one of the original members of the rock band Chicago, has enjoyed a remarkable solo career with hits on the Billboard charts including "Glory of Love", the theme song to the movie "Karate Kid II", "The Next Time I Fall" a Grammy Award-nominated ballad he performed with Amy Grant, and "Restless Heart".

Twelve time Emmy award winner George Veras, President of Veras Communications Inc. (VCI) is producing and directing the live event for the TV show and is co-producing the show for Executive Producer Steve Disson, President of Disson Skating. Disson Skating is the leader in national television specials combining skating and music, but this is the first time they are using an orchestra in a show. Veras stated, "I approached Steve with the idea to use an orchestra in his musical skating shows, knowing that the Cleveland Pops and Carl Topilow could perform any musical format in an entertaining and fun way. We started out thinking we were going to do a sports music show, but with Peter Cetera and the national NBC Christmas Day special, the Pops had their list ready and we signed the deal last week". This is the second time that VCI has hired the Cleveland Pops for a television broadcast. The first was for the 40<sup>th</sup> anniversary of the Cleveland Browns 1964 Championship Team show in 2004.

More...

The Chevrolet Centre with local support from Youngstown State University and USA Parking are sponsoring the live event. Tickets for the live event go on sale August 1 and are priced from \$124.50 to \$39.50. They are available at Ticketmaster.com and several retail locations including Giant Eagle and Macy's or at charge by phone at 330-747-1212 (Toll Free Express Line: 866-448-7849). Tickets are also available at the Chevrolet Centre Box Office. Additional fees may be applicable.

**About the Cleveland Pops Orchestra**

**Founded in 1995, The Cleveland Pops Orchestra is a non-profit organization. One of only a handful of independent Pops Orchestras in the United States, they entertain audiences of all ages with symphonic Pops music including jazz, Broadway, cinematic music, swing, American songbook standards and more. The Cleveland Pops is headquartered at 24000 Mercantile Road, Suite 11, Cleveland, Ohio 44122. They can be reached at 216-765-7677 or on the web at [www.clevelandpops.com](http://www.clevelandpops.com)**

**About Disson Skating**

**Comcast-Spectator entered into a partnership with Disson Skating in January of 2006. They have taken figure skating to a new level and have quickly become the leading producers of televised ice skating shows in the United States and Canada. A major component of this partnership is the production of 10 two-hour original ice skating specials on NBC, including Smucker's Hot Ice, Cool Sounds. For more information, go to [www.dissonskating.com](http://www.dissonskating.com)**

**About Veras Communications, Inc. (VCI)**

**Founded in 1994 by VCI President George Veras, VCI is a multi media company based in Cleveland, Ohio that produces and directs television broadcasting for live events, documentaries, music shows and corporate events. VCI also provides marketing and promotion for television shows and feature films, event management, publicity, corporate sponsorship development, television distribution and concert tour booking. VCI has captured 12 National Sports Emmy Awards since 1981, the latest for the *2004 Summer Olympics* for NBC Sports. George Veras also served as VP of Broadcasting and Production for the Cleveland Browns from 2004-2007. For more information to go [www.verastv.com](http://www.verastv.com).**

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