

Middle School Teams Compete for \$10,000 in Time Warner Cable's "Midwest CAMMpetition"

Time Warner Cable viewers can help choose the winner by voting on Local On Demand channel 411

AKRON, OH (MARCH 2011) - Ten Time Warner Cable sponsored FIRST LEGO? League teams across the Midwest are competing to win up to \$10,000 in scholarships in Time Warner Cable's "Midwest CAMMpetition," where TV viewers will choose the winner.

Each team submitted a two-to-five minute video of their FIRST LEGO? League Project Challenge competition. The videos will air on Local On Demand channel 411 from March 1 through May 1, 2011.

To watch the teams and pick a favorite, tune to Local On Demand Channel 411 and select the Viewer's Choice category. Every time a team's video is viewed, it counts as a vote for that team. Viewers can vote as many times as they like. The team with the most views wins the "Midwest CAMMpetition" and each member of the winning team (up to 10 students) will win a \$1,000 scholarship savings bond.

The 10 middle school teams competing in the "Midwest CAMMpetition" are:

Team Name - Location

3193 The Lego Elite 7 - Chillicothe, Ohio

2136 Mechanical Faces - Dublin, Ohio

St. Luke Crusaders Varsity - Erie, Pa.

Electronic Buzz (Rice Ave. Middle School) - Girard, Pa.

4119 Nuclear Bricks - Dayton, Ohio

LHES Lego Legacy - Cincinnati, Ohio

Thornberry Bulldogs Robotics Team - Kansas City, Mo.

Fabulous Lego Ladies - Milwaukee, Wis.

Silly STEM Benderz - Brookfield, Wis.

The Brainstormers - Lincoln, Neb.

The "Midwest CAMMpetition" is in support of Time Warner Cable's Connect a Million Minds (CAMM) campaign. Connect a Million Minds was launched in November 2009 to inspire students to pursue learning opportunities and careers in science, technology, engineering and math (STEM). Time Warner Cable has committed \$100 million in resources over five years to advance the CAMM initiative.

"The Midwest CAMMpetition helps to energize kids about math, science and technology," said Bill Jasso, Vice President of Communications, Time Warner Cable Northeast Ohio/Western Pennsylvania. "Eighty percent of jobs created in the next decade will require math and science skills. Through our sponsorship of FIRST LEGO? League teams across the Midwest we are encouraging kids to build the skills they will need for their futures."

For more information on Time Warner Cable, please log onto www.timewarnercable.com.

Members of the media can access Time Warner Cable Northeast Ohio/Western Pennsylvania Division's on-line media center at <http://www.timewarnercable.com/neowpa/newsroom/>.

About Time Warner Cable

Time Warner Cable is the second-largest cable operator in the U.S., with technologically advanced, well-clustered systems located in five geographic ar-

reas — New York State (including New York City), the Carolinas, Ohio, Southern California (including Los Angeles) and Texas. Time Warner Cable serves more than 14.7 million customers who subscribe to one or more of its video, high-speed data and voice services. Time Warner Cable Business Class offers a suite of phone, Internet, Ethernet and cable television services to businesses of all sizes. Time Warner Cable Media Sales, the advertising arm of Time Warner Cable, offers national, regional and local companies innovative advertising solutions that are targeted and affordable. More information about the services of Time Warner Cable is available at www.timewarnercable.com, www.twcbc.com and www.twcm mediasales.com. About Time Warner Cable's Connect a Million Minds Initiative

Time Warner Cable (TWC), the second-largest cable operator in the U.S., launched Connect a Million Minds (CAMM), a five-year, \$100 million philanthropic initiative to address America's declining

proficiency in science, technology, engineering and math (STEM), which puts our children at risk of not competing successfully in a global economy. Using its media assets, TWC creates awareness of the issue and inspires students to develop the STEM skills they need to become the problem solvers of tomorrow. Program highlights include: original PSAs that challenge public perceptions of STEM; a unique website, www.connectamillionminds.com, where parents and community members can pledge to connect young people with the wonders of science; and "The Con-nectory," a one-of-a-kind online resource that makes it simple and easy for parents and students to find informal science and technology learning opportunities in their communities. TWC's national CAMM partners are CSAS (Coalition for Science After School) and FIRST (For Inspiration and Recognition of Science and Technology). Local TWC markets are activating CAMM across the country with community-specific programs and partnerships.

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Mon	Mar 21	Miami, FL		5:00pm
Tue	Mar 22	Freeport (Port Lucaya), Bahamas	8:00am	5:00pm
Wed	Mar 23	Nassau, Bahamas	8:00am	6:00pm
Thu	Mar 24	Great Stirrup Cay, Bahamas	8:00am	5:00pm
Fri	Mar 25	Miami, FL	8:00am	

\$70起

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Sat	Aug 6	Seattle, WA		4:00pm
Sun	Aug 7	Inside Passage (Cruising)		
Mon	Aug 8	Ketchikan, AK	7:00am	3:00pm
Tue	Aug 9	Juneau, AK	7:00am	1:30pm
Wed	Aug 10	Skagway, AK	7:00am	5:00pm
Thu	Aug 11	Prince Rupert, BC, Canada	4:00pm	10:00pm
Fri	Aug 12	At Sea		
Sat	Aug 13	Seattle, WA	8:00am	

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