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Cardinals, Arizona's Family Announce Multi-Year TV Partnership

3TV/CBS 5/Arizona's Family Sports new home for preseason games, team content

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The Arizona Cardinals Football Club and Arizona's Family (3TV, CBS 5 and Arizona's Family Sports) on Monday announced a multi-year partnership that makes Arizona's Family the team's official television partner. The agreement includes sister station KOLD News 13 in Tucson.

Through the partnership, Arizona's Family will broadcast Cardinals preseason games as well as a host of ancillary programs including the Cardinals Game Plan coaches show during the football season and another weekly Cardinals program that will air year-round.

"We are thrilled to enter this partnership with Arizona's Family," Cardinals owner Michael Bidwill said. "We are looking forward to working together not only to provide amazing content and coverage for Cardinals fans but also teaming up for important initiatives throughout our community."

PRESEASON: Arizona's Family will air all three of the Cardinals preseason games this year: Aug. 10 vs. New Orleans, Aug.17 at Indianapolis and Aug. 25 at Denver. Fans in Phoenix can find Cardinals preseason games on CBS 5 (KPHO-TV) while Tucson viewers can tune into KOLD News 13 and those in Northern Arizona, Yuma and Albuquerque, NM can watch the team on Arizona's Family Sports.

WEEKLY SHOWS: In addition, Arizona's Family will regularly air two programs covering the team: Cardinals Game Plan will air each week during the season and give fans an inside look at the team ahead of game day. An additional weekly show will air year-round and provide in-depth coverage for everything Cardinals.

HIGH SCHOOL GAME OF THE WEEK: Arizona's Family is also set to add the "Arizona Cardinals High School Game of the Week" to its programming. Each week, a girls flag or boys tackle high school football game will be selected to air live throughout the state.

"Arizona's Family is proud to partner with the Arizona Cardinals to bring more live, local sports to fans statewide," Arizona's Family VP and General Manager Debbie Bush said. "We are excited to have the Cardinals back on Arizona's Family where it all started when the franchise came to Arizona in 1988. We look forward to a bright future together."

