

2026 SPECIAL

Title: **LIFE UNPAUSED**
Date: July 14, 2026
Attn: Programming, Master Control, Station Engineering
Subj: Content Delivery Information – XR Extreme Reach Syndication
From: Jay Hedblade



XR Extreme Reach is pleased to be managing the distribution for **LIFE UNPAUSED: HOW SENIOR ATHLETES STAY IN THE GAME** on behalf of **GSK**. This 30 minute special program will be available beginning Thursday, July 30th, 2026. The show will be available on the XR Extreme Reach platform and located under Syndication Deliveries. If you have any questions, please contact me directly at 312-624-7519 or via email at SyndicationActivation@extremereach.com.

The delivery schedule is as follows:

<u>AIR WINDOW BEGINS</u>	<u>PITCH DATE</u>	<u>PITCH TIME</u>
Saturday, August 1 st	Thursday, July 30 th	08:20 AM ET

LIFE UNPAUSED will be distributed 2 days before air
Show Prefix will be: **LIUN**

For Syndication Support call 1-888-345-0489 or email syndication@extremereach.com

Show information and formats are available at syndication.extremereach.com

Are you still using the DMG server? You can now receive syndicated shows directly from AdBridge. This is very similar to the spot and paid program delivery that you may have been using for years.

Please reach out to the Support team for additional information.