

FOR IMMEDIATE RELEASE



TLN Television launches “*Making a Better Canada*”

Year-long legacy campaign celebrates the role of Hispanic and Italian immigrants to Canadian nation building

October 29, 2008 (TORONTO, ON) - TLN Television, Canada’s most successful ethnic specialty TV channel, is pleased to announce the launch of “*Making a Better Canada*,” a year long campaign to celebrate and showcase the profound impact ethnic immigrant individuals, families and communities make to our country.

“TLN is celebrating its 25th anniversary year in 2009,” said TLN President Aldo Di Felice. “Like never before, we want to use the occasion to celebrate the civic engagement and contributions of immigrant Latino Canadians to our great country.”

TLN Television will launch the campaign next month with projects that support the key principles of community engagement:

1. Remembering our past
2. Learning about who we are and where we are
3. Developing strong voices, and
4. Supporting Canadian cultural expression

Remembering our past: TLN’s Remembrance Week TV Specials

To mark the 65th anniversary World War Two’s Battle of Ortona, on Remembrance Day, TLN Television honours the Canadian Armed forces contribution to the Allied efforts in Europe and Italy with the launch of three remarkable documentaries: *Canada Remembers Italy, Ortona 1943: A Bloody Christmas* and *Primo Levi’s Journey*.

Learning about who and where we are: TLN’s “Welcome to Canada” Children’s Literacy Program

Working with Canada’s largest children’s book publisher, Kids Can Press, TLN will distribute 40 sets of 60 titles each to selected schools, centers, and libraries as a welcome kit to young newcomers of Hispanic descent. The books feature titles like *The Kids Book of Canadian Geography* and *The Kids Book of Canadian History* and will foster learning about Canada including its geography, history and multiculturalism.

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Developing strong voices: TLN's "Mundo Canuck" Essay Contest

TLN and York University will launch an endowment program which will award annually a bursary to a York undergrad student who writes the best essay about Hispanic life in Canada. The bursary encourages the development of diverse voices and a breadth of viewpoints regarding the confluence of the Hispanic Diaspora and day-to-day Canadian living.

Supporting Canadian cultural expression: TLN is a participant in the Transformation AGO campaign

November 2008 marks the opening of the Art Gallery of Ontario's Transformation AGO campaign. TLN Television has joined 23 prominent Italian Canadian families in an unprecedented \$12 million milestone pledge in support of the new building. In acknowledgement of this significant contribution to the Gallery, and the leadership of the Italian-Canadian community in helping realize this legacy, next month the AGO will unveil its *Galleria Italia* sculpture promenade.

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For additional information or great photos, please contact:

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About TLN

TLN Television, Canada's Latino Superstation, offers a variety of domestic and international programming in Italian, Spanish and English and can be seen by up to 12 million Canadians on cable and satellite from coast to coast. As Canada's leading Hispanic and Italian media source, TLN offers a variety of domestic and international programming including daily news reports from Italy and Latin America, international sports, award-winning novellas and dramas, variety shows, feature films and specials. TLN is majority owned by Corus Entertainment, a leading Canadian media company. Other shareholders of TLN are prominent members of the Italian Canadian community.

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