



Canadian Red Cross / Croix-Rouge canadienne



FOR IMMEDIATE RELEASE

TLN Telelatino and the Canadian Red Cross join forces to promote emergency relief fund for Italians

The Canadian Red Cross' Italian Earthquake Fund set up to provide immediate and long term support to victims in Abruzzo, Italy

April 13, 2009 (TORONTO, ON) - TLN Telelatino has launched a nation wide promotional campaign in support of Red Cross efforts to assist those affected by the recent earthquake in the Abruzzo region of Italy.

The TLN family feels that what our Italian friends and relatives need right now is relief from experts who provide emergency services year-round all over the globe.

Italian Red Cross rescue teams were on the scene of the disaster an hour after the earthquake struck and continue to be active in the emergency response phase, providing survivors with meals, blankets, emergency shelter, ambulances and field hospitals to assist the injured. All monies raised in Canada will go directly to the Canadian Red Cross' sister agency in Italy.

"Italian Canadians and Canadians across the country are asking themselves how they can help those in need and are anxious to donate," said TLN President, Aldo Di Felice. "We are confident that agencies that are in the day to day business of providing support to areas in need of emergency assistance like the Canadian and Italian Red Cross will use all donations to quickly help those in need."

"Over the last few days we have received hundreds of calls from concerned Canadians seeking to help," says Canadian Red Cross Secretary General Conrad Sauvé. "We are grateful for TLN's support of Red Cross efforts to provide help to thousands of people in need of relief and recovery assistance."

Canadians wishing to help the relief effort for L'Aquila, Abruzzo can make a financial donation online at www.redcross.ca, by calling 1-800-418-1111 or by contacting their local Canadian Red Cross office. The 24-hour toll free line accepts Visa, MasterCard and American Express.

Cheques should be made payable to the Canadian Red Cross earmarked "Italian Earthquake" and mailed to the Canadian Red Cross National Office, 170 Metcalfe Street, Suite 300, Ottawa, Ontario, K2P 2P2.

Log on to tlntv.com for full campaign details.

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In addition, as a community public service, TLN Telelatino Network announced last week that in cooperation with Rogers Cable and Bell TV, SKY TG24 Canada, the 24 hour news channel operated by TLN in Canada, in collaboration with Sky Italia and based on SKY Tg24, Italy's leading news source, will be available FREE to all Bell TV and Rogers Digital customers throughout the month of April. Live SKY TG24 newscasts from Italy are also available on TLN daily at 2pm/et and 7:30pm/et.

Interviews available upon request

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For interview requests and additional information, please contact:

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About TLN Television

TLN Television, Canada's Latino Superstation, offers programming in Italian, Spanish and English and can be seen by 11 million Canadians on cable and satellite from coast to coast. As Canada's leading Hispanic and Italian media source, TLN delivers 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.

About the Canadian Red Cross

The Canadian Red Cross is a member of the International Red Cross and Red Crescent Movement, which includes the International Federation of Red Cross and Red Crescent Societies, the International Committee of the Red Cross and 186 national Red Cross and Red Crescent Societies. Our mission is to improve the lives of vulnerable people by mobilizing the power of humanity in Canada and around the world.

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