



Canadian Red Cross / Croix-Rouge canadienne



FOR IMMEDIATE RELEASE

Telelatino Network supports Canadian Red Cross emergency relief for Chile's earthquake victims

51st annual Chilean "Viña del Mar International Song Festival" interrupted by February 27th disaster, to be broadcast over 10 weeks to help raise funds for the Canadian Red Cross' Chile Earthquake Relief Fund

March 11, 2010 (TORONTO, ON) -TLN Telelatino, Canada's Latino Superstation, has launched a national on air messaging campaign in support of the Canadian Red Cross' efforts to assist victims of the recent earthquake in Chile.

In addition, beginning Saturday April 3, TLN will run a 10 week "*Best of Viña del Mar International Song Festival*" marathon. One hour specials will air weekly on Saturdays at 10am and 6pm, with special messaging to encourage viewers to donate funds.

Viña del Mar, considered the tourist capital of Chile, is a picturesque coastal city that annually hosts Latin America's hottest musical acts at one of the most eagerly-anticipated international song festivals. The 2010 "*Viña del Mar International Song Festival*" took place February 22-27 and was broadcast LIVE on TLN's sister network TLN en Español. Due to this devastating tragedy in Chile, the final day of the festival was cancelled.

"Latinos and others across the country are anxious to help those in need in Chile," said TLN President, Aldo Di Felice. "We are confident that partnering with agencies that are in the day to day business of providing support to areas in need of emergency assistance like the Canadian Red Cross will help provide immediate support to our Chilean friends and relatives."

The Chilean Red Cross deployed its emergency response teams and volunteers within hours of the earthquake in and around Santiago. They have been distributing food, hygiene items and blankets from emergency stocks to survivors. All monies raised in Canada will directly support Red Cross efforts in Chile.

"The Red Cross is responding on the ground to the meet needs of the Chilean people," 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 Chile 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.

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Cheques should be made payable to the Canadian Red Cross earmarked “*Chilean 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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About TLN Television

TLN Telelatino has been Canada’s leading Hispanic and Italian media source since 1984, and can be seen in over 5 million Canadian television homes on cable and satellite from coast to coast. As Canada’s Latino Superstation, TLN broadcasts a variety of domestic and international programming including daily news reports from Italy and Latin America, the world’s best soccer, top telenovelas, dramas, variety shows, feature films and specials. Telelatino 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 over 185 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.

About Viña del Mar International Song Festival

The Viña del Mar International Song Festival features international legends and hopefuls in an array of genres such as rock, pop, salsa, meringue and reggae sung in various languages. 2010 festival highlights featured fresh faces and first loves alike including Canadian Paul Anka, Grammy® winner Ricardo Arjona, Puerto Rican reggaetón singer Don Omar and one of the most influential rock bands of the Latin rock world, Los Fabulosos Cadillacs among others.

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