



MEDIA ALERT:

**Citytv's *CityLine* Goes West with 23 Calgary Makeovers!**

(Calgary – November 30, 2009) *CityLine* hearts Calgary! 23 Calgary-based viewers were treated to hair makeovers at a recent Allied Beauty Association hairdressing competition and *CityLine* was there to capture all of the action. Watch as these fabulous Calgary women go from now to WOW, Friday, December 4 at 10am MT/PT (9am ET, 11am CT) only on **Citytv's *CityLine***!

Visit [www.rogersmedia.ca](http://www.rogersmedia.ca) for photos of these amazing transformations.

Join host Tracy Moore for an exciting edition of *CityLine*! It wouldn't be Fashion Friday without a makeover and in this episode we're upping the excitement with the reveal of 23 incredible transformations. The 71<sup>st</sup> annual Allied Beauty Association Hairdressing competition held recently in Calgary was judged by *CityLine* Supervising producer Chrissie Rejman and Senior Director Candy Signorini. *CityLine* cameras rolled on the excitement as the stylists coiffed, curled, coloured and chopped, transforming the looks of our viewers.

Never miss an episode of *CityLine* again! Catch up on all of your favourite episodes and check out some exciting extras at [CityLine.ca](http://CityLine.ca).

*CityLine*, currently in its 24th year, is the longest running and most successful daytime show for women in Canadian history. Host Tracy Moore brings her energy and enthusiasm along with her charismatic personality and flare for style - making her a perfect fit for Canada's top source for the latest in home decor, food, fashion, health and beauty. *CityLine* engages, entertains and informs viewers across Canada with its unique live format and daily themed approach. As familiar and trusted guest experts visit the set, viewers are treated to professional tips covering such topics as décor, entertaining, fashion, beauty, home and gardening.

**Citytv**<sup>™</sup> television stations in Toronto, Vancouver, Calgary, Edmonton and Winnipeg offer viewers intensely-local, urban-oriented, culturally-diverse television programming. A distinct alternative to other conventional television stations, **Citytv** engages its viewers with dynamic on-air personalities and delivers an entertaining mix of news, local-interactive formats such as: Breakfast Television and *CityLine*; as well as local Canadian and US acquired prime time entertainment programming. **Citytv** is a part of Rogers Broadcasting Limited, a division of Rogers Communications Inc. (TSX: RCI and NYSE: RCI) which is a diversified Canadian communications and media company. For more information on **Citytv** stations and programming, visit [www.Citytv.com](http://www.Citytv.com).

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