



*MEDIA ALERT:*

**CITYTV BROADCASTS, *HELP FOR HAITI: A CITYNEWS SPECIAL* IN WAKE OF HAITI DIASTER SUNDAY, JANUARY 17 AT 6:30PM ET/PT/MT/CT**

Citytv is responding to the devastating effects of the 7.0 earthquake in Haiti with a half-hour special, *Help for Haiti: A CityNews Special*, to assist in the relief efforts for those directly affected by the quake. The special broadcast will include live coverage from the disaster zone, the latest on relief efforts, follow Canadians as they attempt to locate family members in Haiti and share heartwarming stories of support. Viewers will also receive valuable information on how Canadians can help from home.

Throughout the special broadcast, Citytv, owned by Rogers Communications Inc will be encouraging viewers to support the relief efforts by making a donation to aid organizations. Rogers Wireless and Fido customers are encouraged to help those in Haiti by donating to Partners In Health: Haiti and other Haitian relief organizations. By sending the text message "HELP" to shortcode 1291, customers can donate \$5.00 CDN to the Haitian relief efforts.

Rogers is working with The ONEXONE Foundation to facilitate 100 per cent of donations in funds and goods to Partners In Health: Haiti and other Haitian relief organizations.

In conjunction with the text-to-donate campaign and on behalf of its more than 10 million customers across the country, Rogers Communications and The Rogers family together will donate \$250,000 in funds and goods to Partners In Health: Haiti and other relief organizations in Haiti.

A repeat of the special will air at 11:30pm Sunday, January 17 across all markets.

**Citytv™** 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 [Citytv.com](http://Citytv.com).

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