



FOR IMMEDIATE RELEASE:

Citytv Presents The Fourth Annual Citytv Herbie Day Friday, June 5, 2009

*Broadcast Live from The Hospital for Sick Children
In Support of The Herbie Fund*

(Toronto – June 1, 2009) **Citytv** will broadcast LIVE from 7am until 7pm from The Hospital for Sick Children, Friday, June 5th, 2009 with the 4th annual **Citytv Herbie Day** in support of The Herbie Fund.

Join **City News** anchor **Gord Martineau** and a host of your favourite **Citytv** personalities as **Citytv** broadcasts live all day from the front lawn of The Hospital for Sick Children. Live coverage begins on Toronto's number one morning show **Breakfast Television** and continues throughout the day on your source for local news **CityNews at Noon**, **CityOnLine**, **CityNews at Five**, and **CityNews at Six**. Enjoy live entertainment and food from around the world, including an international breakfast starting at 7:00am, followed by a barbeque lunch at noon with all proceeds going to **Citytv Herbie Day**. Over the course of the day, viewers can learn about Herbie Fund success stories first hand from Herbie, the first patient to receive life-altering surgery for whom the fund was named 30 years ago, as well as patients from Cambodia, Malaysia and around the world.

"Citytv Herbie Day was born out of a desire to help kids in need," said Gord Martineau, anchor, CityNews at Six. "Our goal is to draw attention to the Herbie Fund and encourage the community to make donations in support of this fund, so that we can reach many more children around the world in desperate need of medical assistance".

"Citytv is pleased to partner once again with SickKids, along with the Herbie Fund, to increase awareness and funds to assist children around the world in need of medical treatment." commented Maureen Rogers, General Manager, Citytv Toronto.

Come out and make a difference on Friday, June 5th with Citytv Herbie Day! Plus, tune into **CityNews at Six**, June 1 - June 5 and follow Gord's amazing journey to Cambodia and Kuala Lumpur, as he documents the courageous stories of two special children in need of life-saving and life-altering surgery to SickKids. Nine year-old Veasna was bullied by his peers and ostracized by his community as a result of severe deformities to his left hand and both feet. One year old Christal was born with a very rare defect where her bladder formed outside of her body. Gord follows their respective journeys to SickKids where surgical intervention is made possible by the Herbie Fund.

For more information on the Herbie Fund visit, www.herbiefund.com

About The Herbie Fund:

An increasing number of sick children from around the world and their families look to the Herbie Fund (www.herbiefund.com) at SickKids to provide treatment not available in their homeland. Over 600 children from approximately 88 countries have received specialized medical and surgical help that would not otherwise be available to them. The Herbie Fund helps approximately 20-25 children every year. The number of children helped depends entirely on the amount of money donated. Unfortunately, there are always more applications than can be accepted. Costs can vary greatly, depending on the type of treatment involved as well as the amount of help needed.

Citytv, with stations in Toronto, Vancouver, Calgary, Edmonton and Winnipeg, broadcasts intensely-local, urban-oriented, culturally-diverse television in its own unique, interactive style.



Citytv

With its strong local voice, Citytv offers a distinct alternative to other conventional television offerings. Its instantly recognizable 'look' and 'sound' are the product of refreshingly different on-air personalities, unique program formats and high television style. Citytv is a division of Rogers Media Inc., a division of Rogers Communications Inc.

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Editors: Please note - Interviews with Gord Martineau available upon request.

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