



MEDIA ALERT:

Join **Citytv** for the Fourth Annual *BT*/Home Depot Tree Sale

PICK A TREE FROM THE LARGEST TREE LOT IN TORONTO FOR A MINIMUM \$10 DONATION

ALL PROCEEDS GO TO SUPPORT DAILY BREAD FOOD BANK

1000 TREES AVAILABLE COURTESY OF HOME DEPOT

(Toronto – November 24, 2010) Kick off the holiday season with the fourth annual *BT*/Home Depot Tree Sale, Friday, December 10 in *Breakfast Television's* very own backyard at Yonge-Dundas Square. The biggest tree lot in the city opens at 6am and the sale goes until all of the trees are gone. All proceeds will benefit Daily Bread Food Bank.

To tweet this release: <http://ow.ly/3f3gb>

Join *Breakfast Television's* Kevin Frankish, Dina Pugliese, Frank Ferragine and Jennifer Valentyne as you browse for your very own Christmas tree for a good cause. Enjoy great music and free hot chocolate and coffee to keep you warm while you choose from 1000 Balsam Fir trees (6-8ft tall) for a minimum donation of ten dollars. Plus, be eligible to win amazing prizes on site! Last year, with the help of generous viewers, the *BT*/Home Depot Tree Sale raised over \$13,000 in support of Daily Bread Food Bank. As a result more than 500 people in Toronto received hampers containing necessary food items in time for the holidays. Live coverage begins at 6am on *BT*.

Breakfast Television serves up the latest in news, weather, traffic, and entertainment weekday mornings at 6am on **Citytv**.

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 www.Citytv.com

Media Contact:

Veronica Logue, Rogers Media Television, 416.764.3195,
veronica.logue@rci.rogers.com

