



MEDIA ALERT:

Citytv's *My RONA Home* Ups the Competition!
Canadian Olympians Jeff Pain and Helen Upperton join the families
Sunday, November 15 on **Citytv!**

(Toronto –November 9) Join **Citytv** for a special *My RONA Home* experience! The Cottrell/McCarty and Mooney family will be finishing up their living rooms – with a little help from their friends ... Canadian Olympians Jeff Pain and Helen Upperton! Catch this exciting episode Sunday, November 15 at 9:00pm ET/PT (8:00pm CT, 8:00pm MT only on **Citytv**.

Artwork available at www.rogersmediatv.ca

My RONA Home follows the Cottrell/McCarty and Mooney families in a competition of a lifetime to see who can best design, construct and decorate a brand new home, in an exciting race against the clock. The winning family, as voted by **Citytv** viewers, will win their dream home with all the furnishings- an estimated value of \$400,000.

In this week's exciting episode of *My RONA Home*, the Cottrell/McCarty and Mooney families will be joined by Jeff Pain, Olympic silver medalist in skeleton, and Helen Upperton, five-time World Cup gold medalist in bobsleigh. Pain and Upperton are training for the Vancouver 2010 Olympic Winter Games and are a part of RONA's *Growing with our athletes program*, a program by which RONA supports the growth and development of 100 high performance athletes in Canada.

Pain and Upperton will be cheering on the teams as well as helping them out with the difficult task of perfecting the living rooms. Plus, it's their last chance to finish all those little details on the interior before they move to the exterior of the house.

Catch all of the action Sunday, November 15 at 9:00pm ET/PT (8:00pm CT, 8:00pm MT) on **Citytv**. Plus, log on to www.Citytv.com 24-28 hours following the broadcast to catch up on all your favourite moments from each episode.

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

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