



FOR IMMEDIATE RELEASE:

The Beat Premieres Friday, July 9 on **Citytv**
A Ten Part Canadian Docu-soap Series

(Toronto – June 15, 2010) *The Beat* presents a gritty, behind-the-scenes look at the challenges faced by the Beat Enforcement Team's Squad Three, as they tirelessly work to maintain order in Vancouver's Downtown Eastside community. *The Beat* premieres with back-to-back episodes Friday, July 9 at 9:00pm ET/PT (8:00pm CT, 10:00pm MT) and 9:30pm ET/PT (8:30pmCT, 10:30pm MT)on **Citytv**.

Artwork available at www.rogersmediatv.ca

"Citytv is proud to broadcast Galafilm's compelling portrayal of life in a neighborhood which is too often defined by headlines of poverty and addiction," commented Alain Strati, Vice President of Specialty TV and Development, Rogers Media Television. *"At times shocking but always riveting, the series focuses on the men and women who often form the last line of defense between order and chaos in this community."*

With unprecedented access to the police that patrol one of the most controversial neighbourhoods in Canada, and all of North America, audiences can see rooming house raids, undercover sting operations, stakeouts, petty thieves and major drug busts, all through the eyes of six members of the Beat Enforcement Team.

Led in turn by Sergeant Toby Hinton, a 20-year veteran of the beat and newly minted Sergeant Mark Steinkampf, a former jail guard and SWAT team member, Squad Three features Constable Shane Aitken, a veteran of the first Gulf War and model of poise under pressure; Constable Tim Russell, the unit's youngest and most precocious member; and Constable Kristie Fisher, who struggles to balance the rigor of her daily patrols with family life. Overseeing the squad is inspector John McKay, a well-respected 35-year veteran on the force.

The Beat was created and executive produced by Michael Kronish. Lewis Cohen (*Cirque Du Soleil: Fire Within*) and Gregory Fine (*Webdreams*) are supervising producers. Todd Serotiuk (*Ice Pilots NWT*) and Eli Gorn (*Buy Me*) directed. Stacey Tenenbaum (*Mystery Hunters*) produces. Galafilm exec producers are Arnie Gelbart and Jesse Fawcett. *The Beat* was produced in association **Citytv** with the participation of the Rogers Cable Network Fund, the Quebec Tax Credit Program administered by SODEC and the Canadian Film or Video Production Tax Credit.

CitytvTM 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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