

ROGERS TV SALES

It keeps getting better...

Citytv™

This March on Citytv



Parenthood

March 2nd at 10:00PM

From the executive producers of the box-office hit *Parenthood*, Ron Howard and Brian Grazer (*A Beautiful Mind*), and writer/executive producer Jason Katims (*Friday Night Lights*), comes the story of the colorful and imperfect Braverman family - four grown siblings sharing the headaches, heartaches, and joy of being parents. When Sarah Braverman (Graham), a financially strapped single mother, returns to her family home she is greeted by her opinionated father, Zeek (Nelson), and strong mother, Camille (Bedelia), who are privately dealing with their own marital issues. As Sarah is reunited with her siblings -- sister, Julia (Christensen), and brothers Crosby (Shepard) and Adam (Krause) -- all struggling with issues of their own, it's clear that the Braverman reunion is just what they need to face the everyday challenges of modern family life.



The Marriage Ref

March 4th at 10:00PM

The Marriage Ref will feature opinionated celebrities, comedians, sports personalities and international A-list stars who will candidly comment, judge and offer different strategies to real-life couples in the midst of a classic marital dispute. At the centre of the action is comedian and Hollywood actor Tom Papa who will play the role of Marriage Ref and make 'the call' determining the victor of each spat. Papa, who has toured with Jerry Seinfeld for the past eight years, was personally chosen by Seinfeld for this role.

The couples that present their problems will be given a call by the Ref, just like in sports. Advising and influencing the Ref's decision will be a rotating panel of "experts" comprised of top celebrities, comedians and sports stars who will weigh in and offer their own wit, wisdom and unique opinions.

The Marriage Ref marks Jerry Seinfeld's first television series since Seinfeld ended its record-breaking nine year run in May 1998.



Who Do You Think You Are?

March 5th at 8:00PM

This show takes viewers on an inspiring and personal journey into the past of best-known celebrities, sharing their emotion and surprise as they uncover stories of heroism, tragedy, love and betrayal that lie at the heart of their family story.

Their travels to discover their relatives take us back in time and around the world as we see how their ancestors' lives have shaped the world they live in today.

This engaging series exposes the real person behind the celebrity as they come to understand who they truly are, the lives their ancestors lived and their identity and place in their country's history.

Who Do You Think You Are? provides a unique glimpse into the personal lives of celebrities at the same time as taking viewers on a quantum leap through history.

Don't miss out on the chance to advertise in these special broadcasts.

Contact your Rogers TV Sales representative today to reserve your spot.

OMNI Television: generates strong results with our 6-8 pm block of programming ranking #1 in all 18-34 demos! Hit programming includes Family Guy, Two and a half Men, Friends, and The Simpsons. Other OMNI hits include Mad TV, Letterman and NFL Football.

5 strong local ethnic newscasts
Strong local third language programming

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

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For more details on how to book these and other opportunities, please contact your Account Representative.



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