



Aboriginal Peoples
Television Network

MEDIA ADVISORY

www.aptn.ca

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APTN APPOINTS SKY BRIDGES AS NEW CHIEF OPERATING OFFICER

Aboriginal Peoples Television Network (APTN) is pleased to announce Mr. Sky Bridges has accepted the position of Chief Operating Officer at APTN effective immediately. Mr. Bridges will be based out of the network's Winnipeg head office.

As Chief Operating Officer, Mr. Bridges will oversee daily operations of the network and coordination of key elements of the APTN strategic plan between the various departments.

A Métis born in Winnipeg and raised in Marquette, Manitoba, Mr. Bridges was named Director of Marketing at APTN in January, 2007. Since that time he has been instrumental in the development and implementation of integrated research, communications and marketing strategies for the network as well as expanding APTN's online presence.

Mr. Bridges has held diverse positions in the broadcast industry, covering both the private sector with PrideVision TV and the public sector with the CBC. More recently, Mr. Bridges has delved into the area of live production and has played integral roles in APTN's promotion of Aboriginal musical talent, with projects such as the network's annual *Aboriginal Day Live* and *Breaking New Beats* concerts and serving as a judge for the 2010 Juno Awards show.

A graduate of Red River College where he completed a Diploma in Business Administration and an Advanced Diploma in International Business, Mr. Bridges has also served as Vice-President of Business Development at the Canadian Council for Aboriginal Business.

"We were excited to extend this appointment to Mr. Bridges and are very pleased he has accepted," said Jean LaRose, APTN Chief Executive Officer. "Sky is a dynamic young executive who brings much energy, knowledge and creativity to the table. It is our hope that Sky, as Chief Operating Officer, will assist us in moving to the next level as we focus on an expanded strategic

plan positioning APTN as the focal point for both television viewing and online interactivity within and amongst Our communities and audiences as a whole.”

About APTN:

September 1, 2010 marked the 11-year anniversary of the launch of the first national Aboriginal television network in the world with programming by, for and about Aboriginal Peoples to share with all Canadians and viewers around the world. APTN is available in approximately 10 million Canadian households and commercial establishments with cable, direct-to-home satellite (DTH), telco-delivered and fixed wireless television service providers. The network launched its high definition channel APTNHD in the spring of 2008. APTN does not receive government funding for operations but generates revenue through subscriber fees, advertising sales and strategic partnerships. APTN broadcasts programming with 56% offered in English, 16% in French and 28% in Aboriginal languages. For program schedule or for more information, please contact APTN at (204) 947-9331 or toll-free at 1-888-278-8862, or visit the website at www.aptn.ca.

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