



## MEDIA ADVISORY

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### **APTN CEO AWARDED 2011 NATIONAL ABORIGINAL ACHIEVEMENT AWARD**

Aboriginal Peoples Television Network (APTN) congratulates Chief Executive Officer, Jean LaRose for being selected as one of the 14 remarkable Canadians to receive a *2011 National Aboriginal Achievement Award*.

Mr. LaRose was honoured in the category of Media and Communications. The NAAA recipients were recognized in the House of Commons and saluted by Members of Parliament on Tuesday, November 23, 2010. Other recipients included the first Aboriginal person to play in the NHL, 2010's Miss Indian World and the Vancouver 2010 Olympic gold medal designer.

Jean LaRose is a First Nations citizen from the Abenakis First Nation of Odanak. He was named Chief Executive Officer of APTN in November 2002. Since his appointment, he has brought the network from a deficit position of more than \$5.5 million dollars to a surplus position. The network has moved to a digital, high-definition platform and now employs over 130 people. APTN was one of the host broadcasters for the 2010 Vancouver Winter Olympic Games and carried over 14 hours per day of Olympic events in English, French and in eight (8) Aboriginal languages.

Mr. LaRose sits on the Board of Directors of the National Screen Institute, the Board of Directors of On-Screen Manitoba and the Nisga'a Commercial Group. He has been a panelist and public speaker on a variety of forums, speaking to the issues and matters that pertain to the Aboriginal Peoples of Canada.

“We are very excited for and proud of Jean LaRose,” said APTN Chair Dan Vandal. “This award truly is an honour and a testament to Jean’s multitude of accomplishments and to his vital contributions to the inception and growth of APTN.”

The awards which celebrate Aboriginal Canadians who have made a profound impact on their communities will be officially presented at the 18<sup>th</sup> National Aboriginal Achievement Awards gala on March 11, 2011. The recipients, which are selected by jury, are honoured for their outstanding accomplishments in Canadian arts, business, medicine, and community involvement.

**About NAAF:**

The National Aboriginal Achievement Foundation (NAAF) is a charitable organization dedicated to raising funds to deliver programs that provide the tools necessary for Aboriginal peoples, especially youth to achieve their potential. To date the Foundation through its Education Program has awarded more than \$37-million in scholarships and bursaries to more than 9,800 First Nations, Inuit and Métis students nationwide. NAAF’s key initiatives include: The National Aboriginal Achievement Awards (NAAA) a national annual broadcast celebrating 14 achievers in a multitude of career areas including a special youth award and an award for lifetime achievement.

**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](http://www.aptn.ca).

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