



Aboriginal Peoples
Television Network

MEDIA ADVISORY

www.aptn.ca
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APTN Launches New *It's Your Town* Initiative

APTN is inviting viewers to share profiles on their home towns in a new initiative called *It's Your Town*, designed to promote the diversity of Canada's various communities.

Canada is made up of so many interesting places and people and APTN wants to find out from viewers, what makes their home town great. Whether it is a cultural or historical significance, an event, or even an interesting landscape, APTN wants to know what makes these towns unique.

Featured towns will appear on APTN and www.aptn.ca throughout the year in unique interstitials produced by the network. One lucky town will be selected and featured on *APTN National News*.

For a chance to become part of this special broadcast, viewers can send an email before July 1st, 2011 to itsyourtown@aptn.ca, describing what makes their town stand out from the rest.

For more information on *It's Your Town*, visit www.aptn.ca/town

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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