



FOR IMMEDIATE RELEASE:

# tlñ en español is born!

Canada's first all-Hispanic TV channel now available  
to cable and satellite carriers

**FEBRUARY 26, 2007 (TORONTO, ON)** - Telelatino Network has announced that *tlñ en español*, the first Canadian-made all Hispanic television channel, is now operational and ready to be distributed to Canadian viewers by participating cable and satellite carriers. *tlñ en español* complements TLN Telelatino's existing channel which can be seen by approximately 10 million Canadians and has delivered Latino-oriented television programming in Spanish, Italian and English since 1984.

The launch of *tlñ en español* responds to the emerging needs of one of the country's fastest growing third language communities. By 2005, Spanish speakers were the third largest group of non-English speaking immigrants to Canada, more than Punjabi speakers\*, and by 2006, almost one million Spanish speakers lived in Canada. \*\*

"*tlñ en español* represents a further investment by Telelatino Network in our fast growing Spanish speaking Canadian community," states TLN President, Aldo Di Felice. "TLN has built an unrivalled expertise in and understanding of Hispanic Canadian community issues and television programming preferences. Moreover, through local programming commitments, locally sensitive scheduling and Canadian based staff, *tlñ en español* reflects Canadian norms, values and interests. This channel is a valuable tool for making people feel at home in Canada. Canadian ethnic media have a responsibility to assist in the acclimatization, integration and celebration of newcomers in this country. *tlñ en español* plays a role which benefits Canadian society immensely."

The *tlñ en español* line-up is shaped by 3 major initiatives which will make it, like TLN itself, the preferred choice of Canada's Hispanic and Spanish speaking community:

**News and Information from CNN en Español** An expansion of TLN's longstanding programming alliance with CNN en Español has *tlñ en español* delivering more Spanish language news and information programming from the pan-American leader than ever before available to Canadians.

**Major International Soccer Tournaments** Over the next 7 years, 32 FIFA World Cup tournaments will be seen on *tlñ en español*. Hispanics in Canada call soccer their favourite sport (66%) - more than basketball, baseball and hockey combined.\*\*\* *tlñ en español* will deliver hundreds of world class soccer games, starting in June, with exclusive Canadian coverage of all 26 matches of **Copa América**, the Latin American nation's cup, followed in July by the **FIFA Men's Under 20 World Cup** tournament to be held in Canada, the **FIFA Men's Under 17 World Cup** from Korea in August, and the **FIFA Women's World Cup** from China this September.

TELELATINO NETWORK INC.  
TORONTO • MONTREAL

TORONTO 5125 Steeles Avenue West Toronto, Ontario M9L 1R5 Telephone 416•744•8200 Fax 416•744•0966 Toll Free 1•800•551•8401

***An Informed and Uniquely Canadian Hispanic Focus*** *tlñ en español* delivers programs important to Hispanics in Canada. TLN has conducted more research in the Latino community than perhaps any other Canadian organization. TLN was a charter subscriber to Solutions Research Group's ***Diversity in Canada***, a landmark independent study of Canadians of diverse backgrounds conducted in 2005. The study revealed such insights as the fact that immigration and employment (rather than healthcare and education, which are top concerns among the general population) are the most pressing issues that Hispanics feel the Canadian government should focus on to make life better for their families.

*tlñ en español* will also be a showcase for hundreds of hours of community programming focusing on Hispanic Canadian personalities, events and talent, expanding long standing relationships established by Telelatino over the past two decades. These relationships include: production and promotional work for major charities such as **Canadian Red Cross** and **Heart and Stroke Foundation**, not-for-profit groups such as **Costi Immigrant Services**, **Crece Sin Fronteras**, **Pueblito Canadá**, **Asociación Comunitaria de San Lorenzo**, **Asociación de Venezolanos Alma Llanera**, **Centro para gente de habla hispana**, **Skills for Change**, **TOHU-La Cité des Arts du Cirque**, **Canadian Central America Relief Effort (CCARE)**, **Casa C.A.F.I.**, **Radio Voces Latinas**, and **Radio comunitaria CKUT McGill**, cultural groups like **Esmeralda Enrique Spanish Dance Company**, **Dance School San Tropez**, **Amities Québec-Venezuela**, **Asociación de profesionales colombianos de Québec (APCQ)**, **Centro de Recursos del Español - Université de Montréal**, **Québec Table Soccer Association**, **Latin Dance Theatre**, community event coverage of **Miss Mundo Latino Internacional**, **Hispanic Fiesta**, **Canada Salsa Congress**, **Festival de Toni Reyes**, **AluCine Latino Media Festival**, **Montréal Salsa Convention**, **Hispanoforum**, **Hispano-American Expo**, **Festivalissimo** and **Atelier Diversité culturelle dans les arts - Conseil des arts de Montréal**, and the showcasing of Canadian musical artists at TLN produced events, such as **Amanda Martínez**, **Caché**, **Son Aché**, **Café Cubano**, **Fito Blanco**, **Alex Bello**, **Carlos Cruz**, **Visionero**, **La Unión**, **Santerías**, **Lucho de Sedas**, **Mapalé**, and **Diego Marulanda & Pacandé**.

\* Source: Citizenship & Immigration Canada, August 18, 2006.

\*\* Source: PMB Statistics as reported in Media in Canada, October 11, 2006.

\*\*\* Source: "Diversity in Canada" Survey, June 2005.

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#### **About TLN**

*Since 1984, TLN Telelatino has been Canada's leading Latino specialty TV service providing foreign and local programming in Italian, Spanish and English. TLN can be seen by nearly 10 million Canadians. TLN is majority owned by Corus Entertainment Inc., a Canadian-based media and entertainment company. Other shareholders of TLN include prominent members of the Italian Canadian business community. For further information, see our website at [www.tlntv.com](http://www.tlntv.com).*

**For further information or images, please contact:**

**Bruna Aloe**

**Marketing Manager / Media Relations, TLN**

**Phone: 416-744-5745**

**Email: [bruna@tlntv.com](mailto:bruna@tlntv.com)**

**Christian Darbyshire**

**Media Consultant**

**Phone: 416-419-9953**

**Email: [tinepublic@shaw.ca](mailto:tinepublic@shaw.ca)**

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**T O R O N T O   •   M O N T R E A L**

**TORONTO 5125 Steeles Avenue West Toronto, Ontario M9L 1R5 Telephone 416•744•8200 Fax 416•744•0966 Toll Free 1•800•551•8401**