



makes you think

media release

**For Immediate Release
October 15, 2008**

Get involved! q Media Solutions & TVO partner on innovative TV/Web initiative

TORONTO, Oct. 15 - q media solutions, in partnership with TVO, proudly announces the launch of *Get Involved*, an exciting new initiative that leverages the integrated reach of television and the Web to motivate people to effect positive change in the world around them.

Get Involved on Television: Beginning October 26th, TVO will be premiering a series of 25 *Get Involved* documentary shorts as part of its *TVO Sundays*, single-theme evenings which pair powerful, issue-based dramas and documentaries. TVO will feature three new shorts per month just before the 9pm drama, showcasing a new generation of activists, innovators and entrepreneurs, all of whom have found unique ways to give back to the world while adding meaning to their own lives.

Get Involved on the Web: At the end of each profile, viewers will be directed to the *Get Involved* website <http://www.getinvolved.ca> (also accessible at tvo.org), an interactive social networking site which will pair individuals with charities, non-profits and NGOs whose goals they share.

"TVO is committed to increasing its impact in Ontario through innovative means, and that's why we're very excited about our partnership with q media," says Lisa de Wilde, TVO's Chief Executive officer. "The *Get Involved* initiative encapsulates so much of what we're doing at TVO. It's all about bringing people together and providing a platform for thoughtful discussion, for sharing inspiring ideas and for enabling community engagement."

"TVO is the ideal broadcast partner to showcase this emerging social movement. This new model of giving – people wanting to do more than write a cheque; people looking to engage with the issues they care about – aligns perfectly with TVO's commitment to inform and engage viewers to be more active citizens. In these stories almost everyone gives their time and uses their skills and expertise in new ways. All these stories prove that we can all contribute, get involved and make a difference," says Dorothy Engelman, Principal, q media solutions.

Amongst those you'll meet:

SOCIAL VENTURE PARTNERS: Venture capitalists who are investing in social capital - philanthropists who are actively engaged in the projects they support;

BLAKE GOLDING, a CEO who has created a social safety net for soldiers on active duty;

COTTAGE DREAMS' SEANA O'NEILL, a former film producer turned cancer support agent;

DENNIS HARRISON, a traditional farmer turned organic entrepreneur;

JULIA MOULDEN, a writer turned life coach for boomers in search of a paycheck that counts;

ROLF PALOHEIMO, an inventor turned accidental environmentalist;

AMANDA BELZOWSKI, a 10-year-old lemonade stand titan who has raised over \$100,000.00 for a cause dear to her heart.

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While the *Get Involved* profiles will inspire us, Getinvolved.ca, the online complement to the series, was created as the place to transform that inspiration into action; it's a social network where like-minded individuals and organizations can discover and share their skills, expertise and resources and find a way to connect and Get Involved.

Beginning October 26 and continuing for eight months, *Get Involved* on TVO will inspire, enlighten and motivate. Getinvolved.ca will help people reach out and discover how they can connect and change their world.

About q media solutions:

q media solutions is a full service Toronto-based production company with a proven track record in the design and production of branded and integrated content for a roster of blue chip clients. The company's award-winning work captures everything from integrated campaigns for national television networks and national daily newspapers, to multi-part television series shot and broadcast around the world.

About TVO:

TVO is Ontario's public educational media organization and a trusted source of interactive educational content that informs, inspires, and stimulates curiosity and thought. TVO's vision is to empower people to be engaged citizens of Ontario through educational media. Get Involved was funded with the generous support of the Bell Broadcast and New Media Fund.

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