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media release

JIM BALSILLIE AND RICHARD FLORIDA ON TVO'S *THE AGENDA WITH STEVE PAIKIN* IN WATERLOO MARCH 30 AT 8 PM

- TVO brings its flagship current affairs program, *The Agenda with Steve Paikin*, to Waterloo March 29 and 30, 2009 for a two-day interactive event examining Ontario's innovation economy
- Guests for the broadcast of *The Agenda with Steve Paikin: On the Road*, presented by Vale Inco on March 30 at 8 pm include Jim Balsillie, co-CEO of Research In Motion; and Richard Florida, Director of the Martin Prosperity Institute and author of *Who's Your City* and *The Rise of the Creative Class*.

Toronto, March 19, 2009 – One is a successful business leader whose company has helped power Ontario's high tech economy and put Waterloo on the international stage; the other is a visionary academic whose work is helping to shape Ontario's evolving economies and workforce. Jim Balsillie, co-CEO of Waterloo-based Research In Motion and the founder of the Centre for International Governance Innovation (CIGI); and Richard Florida, Director of The Martin Prosperity Institute, author of *Who's Your City?* and co-author of *Ontario in the Creative Age* will be part of a live broadcast of TVO's *The Agenda with Steve Paikin* exploring the future of Ontario's innovation

The live broadcast is on Monday March 30 at 8 pm at the Centre for International Governance Innovation in Waterloo and will be the final stop in *The Agenda with Steve Paikin's* highly successful five-city *On the Road* tour exploring the changing nature of Ontario's regional economies.

TVO's visit to Waterloo will also feature the AgendaCamp, a daylong workshop on Sunday March 29 at the William G. Davis Computer Research Centre on the campus of the University of Waterloo. The innovative TVO-hosted community forum will bring together community leaders, policymakers, members of the public, program guests, Steve Paikin and invited bloggers to problem-solve about the major economic challenges and opportunities in the high tech sector as innovation becomes a theme for the economy at large. A wider online audience will be able to follow and contribute to the AgendaCamp at www.tvo.org/agendacamp. The best content, including ideas, video clips, and questions from participants will be used on the broadcast of *The Agenda with Steve Paikin: On the Road* the following day.

To participate in the AgendaCamp on March 29, or for free tickets to be part of the audience for *The Agenda with Steve Paikin: On the Road* on March 30, go to www.tvo.org/agendacamp to register.

The previous stops for *The Agenda with Steve Paikin: On the Road* were Windsor in October focusing on Ontario's manufacturing economy, Sault Ste. Marie in November on the province's resource sector, Kingston in January on the agriculture economy, and Thunder Bay in February on Ontario's Aboriginal economy.

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. For more information, visit tvo.org.

Where to find TVO

Cable channel 2 (channel may vary in some areas), Bell TV channel 265, Star Choice channel 353.

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