



makes you think

## media release

### TVO WINS AT 2009 PROMAX/BDA AWARDS

**Toronto, June 23, 2009** — TVO is delighted to announce it has won two awards at the 2009 Promax|BDA Promotion and Marketing Awards Competition, held last week in New York City.

Up against some big names and big budgets in television promotion, TVO won silver in the Content Promotion – Children’s Programming Live Action (Single) category for *Melvin Behind the Scenes*. TVO also took home the bronze in Content Promotion — Daypart/Block of Programs Spot (Single) for *Difference for Difference – Docs at 10*.

“AT TVO we produce a great deal of our content in-house, including program promotions that ‘make you think’,” says Lisa de Wilde, TVO’s Chief Executive Officer. “I’m incredibly proud of the role our Promo team plays in engaging TVO’s audiences, whether for children’s programming, documentaries, current affairs or films. And these two Promax/BDA Awards are a testament to their talent.”

The Promax/BDA Awards are noted in the entertainment industry as the standard for excellence in marketing, design and creative content.

#### **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](http://tvo.org).

#### **Where to find TVO**

Cable channel 2 (channel may vary in some areas), Bell TV channel 265, Star Choice channel 353. For more information, visit [tvo.org](http://tvo.org).

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