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March 2004 Special Newsflash

THE ZONE'S MISSION POSSIBLE: YTV TACKLES BULLYING HEAD ON

A new kind of bullying has surfaced - **cyber-bullying**. A growing phenomenon around the world, cyber-bullying is a form of electronic harassment that attacks kids via email, web sites, cell phones, and instant and text messaging. The outcome is as devastating as face-to-face bullying - and one kids can't escape, not even their home is a safe place.

FACT: Parents often have no idea that cyber-bullying is taking place.

As more and more children are facing this new form of electronic abuse, YTV is launching The Zone's Mission Possible - a week long programming event designed to give parents and children the tools they need to talk together about bullying in all its forms. In addition, two specially produced public service announcements on cyber-bullying will be aired for the first time.

The Zones' Mission Possible is about creating awareness, shifting attitudes and developing empathy.

From March 22-26, Sugar and Carlos, *The Zone's* hosts, will talk about the issues in specially produced *Zone* segments wrapped around bullying-themed programming. By reviewing the shows' content and assigning daily 'mission briefs', they will encourage kids to take responsibility and make better choices. As The Zone's Mission Possible leaders, Sugar and Carlos will engage their viewers throughout the week with the following daily themes:



- Think before you press send!
- Are you a good friend?
- Power. How are you using yours?
- So you think you're the only one!
- Words Hurt!



Celebrity testimonials with positive messages about bullying will appear on The Zone, and kids will be encouraged to utilize the expert counseling of the Kids Help Phone if they need help or want more information on bullying.

The Zone's Mission Possible encourages kids to take personal responsibility and make better choices.

To find out how your company can become involved in future The Zone's Mission Possible initiatives, contact Chris Arthur @ (416) 530-5176.

NEWS FROM SALES & CO-MARKETING

YTV'S WEIRD ON WHEELS DELIVERS KIDS

Act now to connect with kids and their parents. On-air, online, live & interactive at premiere family events across Canada - all in one integrated package. See your brand front and center as the star of the show with YTV's Weird on Wheels. Leverage YTV's kid expertise and let our team customize a W.O.W. package just for you.



Sponsorship opportunities are still available. Deadline is March 12th to apply, plus join now and receive 10 free days of sampling on-site!

Contact Sinatra Nathaniel at (416) 530-5188 or visit ytvmedia.com for details.

YTV'S WHOA! MAGAZINE CELEBRATES ITS 5TH ANNIVERSARY WITH A SPECIAL COLLECTOR'S ISSUE AND STRONGER MARKETING SUPPORT!

Whoa! Magazine is the off-beat entertainment magazine for kids that's jam-packed with jokes, comics, activities and articles about stuff kids love, including all the latest info from their favourite TV station: YTV. Distributed through Pizza Hut, newsstands and subscriptions, **Whoa! Magazine reaches over 750,000 kids***.



A special YTV Whoa! collector's issue will be published this summer giving kids more of what they love from YTV, positioning this issue as a keepsake to be read over and over again! **Whoa's 5th Anniversary issue will be heavily supported on YTV through on-air billboards, on-air mentions and a new website on ytv.com.**

Book your ad now to be part of this special issue. For more information call Anne Lovegrove at (416) 503-4576 x226, or email alovegrove@patonpublishing.com.

* Distribution: 250,000 copies / issue; average 3 readers per copy

next newsletter

Watch out in June for the summer issue of Take Note for more findings from YTV.



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