



British Columbia Association of Broadcasters

Media Release

FOR IMMEDIATE RELEASE

British Columbia's broadcasters select *Ending Violence Association of BC* as the recipient of the BCAB 2012 Humanitarian Award

Vancouver, **May 11, 2012** -- British Columbia's private broadcasters collectively will be donating in excess of one million dollars in advertising to the **Ending Violence Association of British Columbia** (EVA BC), having selected the organization as the recipient of its 2012 Humanitarian Award. BCAB member stations will provide an annual promotional campaign reaching all areas of the province.

EVA BC is a province-wide, not-for-profit organization that serves as a resource for over 240 community-based services supporting victims of sexual assault, relationship violence, child abuse and criminal harassment.

Established in 1980, the Humanitarian Award was created by the British Columbia Association of Broadcasters (BCAB) to provide charitable organizations with a distribution network to communicate their message. The BCAB recognizes the need to relay information that has a positive impact on all British Columbians and as such, offers significant television and radio airtime free of charge an organization every year. Millions of people see and hear these messages and the BCAB welcomes the opportunity to provide such a worthwhile service.

EVA BC has partnered with the CFL's BC Lions football team for a two-year project to promote EVA's key messages. BC Lions stars Travis Lulay, JR Larose and Angus Reid, will be seen and heard in radio and TV ads urging men to be agents of positive change with a focus on breaking "the silence on violence against women" and by becoming "more than a bystander."

~ MORE ~

All BCAB stations support this award with a full 52-week advertising schedule. The recipient of the Humanitarian Award receives significant exposure throughout the province.

Tracy Porteous, EVA BC's Executive Director, says, "We are profoundly grateful to the BC Association of Broadcasters. With their support, we will be able to advance the message that men can play a critical role here and increase the safety of women and girls in their communities by speaking up. Men talking to other men is one of the missing links to ending violence against women."

Ken Kilcullen, President of the BCAB, adds, "We are pleased that the Ending Violence Association of BC was chosen by our selection committee and that our member stations will be promoting EVA BC's message of positive change. We believe it will make a real impact in the lives of many British Columbians and we're proud to support this worthy initiative."

Ten different community organizations vied for this year's Humanitarian Award, making the selection process a real challenge for the selection committee and the applicants.

The Humanitarian Award will be presented to EVA BC at the Gala Awards Dinner, on May 11, 2012 at the Hyatt Regency Hotel in Vancouver, during the 65th annual BCAB conference. (For more information on the conference, see www.bcab.ca).

The British Columbia Association of Broadcasters represents private television and radio broadcasters with the mandate to combine the resources and strength of its industry by promoting and contributing to community enhancing programs throughout BC; to present a unified and credible industry voice; and to provide its members with information and inspiration through its annual BCAB Conference.

Contact info:

Ken Kilcullen
BCAB President
250-960-1366
kkilcullen@ckpg.com
www.bcab.ca

Tracy Porteous
EVA BC Executive Director
604-633-2506, ext. 11
porteous@endingviolence.org
www.endingviolence.org