

SNOWBIRD

R E P O R T

News From Home

Get up to speed on news that american, and foreign news media doesn't cover about Canada.

People From Home

Interviews and up-close moments with prominent Canadians and personalities in the Canadian press.

Sports From Home

The Blue Jays, the Habs? Get closer to the players and the games that mean the most to Canadians.

Snowbird Insider

Info and updates that make a difference to SnowBirds. From travel tips to tax info. Get in on special events for Snowbirds...

SNOWBIRDS HEAD HOME ONCE A WEEK.

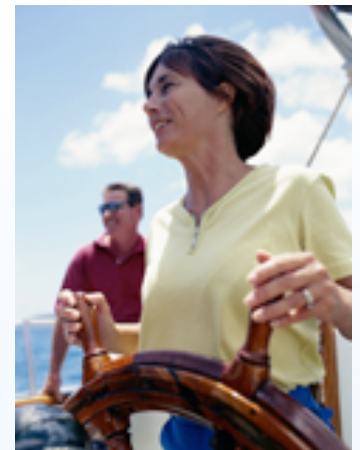
This weekly half-hour show is designed by and created for Canadian SnowBirds in Florida.

The fastest growing age group in Canada is at the ideal setting right now for programming that reaches an audience that is already prevalent in the SnowBird market. There are more and more Canadians finding their way to a second home in the sunny destination of Florida and each year, due to the aging population of Canadians, the numbers grow exponentially.

Informative and useful is the mission of this program with a focus on news and lifestyle information from home, THE SNOWBIRD REPORT is also a resource for SnowBirds for information about the taxes, laws, and travel advisories that effect that specialized group.

THE SNOWBIRD REPORT - airs at 11am on Sunday mornings on The CW in Broward and Miami-Dade. The station boasts an average reach of over 1.5 million homes in this area. The program will be promoted on television and in local news papers in the Florida area including the Sun-Sentinel, a cross promotional partner of The CW.

Find out how we will build your brand into the program and provide extensive marketing clout to SnowBirds.



Show Rundown

*This week at home/NEWS
This week in sports/NEWS
Prominent Canada/INTERVIEW
La Dolce Vita/LIFESTYLE
Snowbird Insider/INFO*

One half hour of concise information that matter the most to SnowBirds from Canada who spend extended time in Florida and other warm getaways.