

FOR IMMEDIATE RELEASE

Global Television and Canadian Women in Communications join forces on enhanced Mentorship Program

(TORONTO – Monday, February 12, 2001) The Global Television Network is proud to announce a \$500,000 commitment to Canadian Women in Communications (CWC) to further develop and enhance their Mentorship Program, now known as the **CWC/Global Television Network Mentorship Program**.

Since its inception three years ago, more than 200 people have participated in the program. Now with Global's funding and support, it will be further developed by increasing its resources and services and expanding it to a wider group to include the most senior and junior levels. The national program currently provides CWC members an opportunity for one year of informal coaching, advice and development of leadership qualities.

"We are delighted to sponsor such a worthy initiative and concur with the CWC that mentoring is key to **furthering careers** in this competitive marketplace," said Loren **Mahwinney**, Vice President of Canadian Programming at Global.

"We are very proud to be joining forces with Global for this particular program," said CWC President Stephanie MacKendrick. "The time-honoured concept of mentoring is essential to success in today's fast-paced corporate environment and plays a significant role in helping candidates achieve their goals. With Global Television's commitment, we can move forward to making it an even **more rewarding experience** for each and everyone of our mentors and mentorees".

A long-time supporter of CWC, Global Television also funds the annual CWC / Global Management Development for Women Award, an \$8,000 scholarship that provides a broadcasting executive the opportunity to attend a one-week intensive program at the prestigious J.L Kellogg Graduate School of Management at Northwestern University in Illinois. The award, handed out annually since 1999, will call for nominations in March 2001.

The Global Television / CWC Mentoring Partnership will be announced at CWC's Annual Gala and Awards Dinner in Ottawa on February 19, 2001.

--2--

CWC is a national, bilingual not-for-profit association dedicated to promoting the advancement of women in the converging communications industry including, radio, television and specialty broadcasting, telecommunications, cable, print, film & video, the Internet, new media and allied fields. CWC has almost 1,500 members in 12 chapters across the country.

For more information, or to attend the gala, please contact:

Christine Amendola
Senior Publicist, Global Television
416-446-5377
email: camendol@globaltv.ca

Jannat Hamid
Vice-President, CWC
416-363-1880 ext. 303
email: jhamid@cwcafc.com
www.cwcafc.com

--30--