



FOR IMMEDIATE RELEASE:

OMNI TELEVISION CELEBRATES EXCELLENCE IN ETHNIC MEDIA WITH EXCLUSIVE BROADCAST OF CEMA 33RD ANNUAL AWARDS, DEC. 30

- Diverse array of awards and performances presented in exclusive 90-minute broadcast -
- Ceremony hosted by familiar faces from OMNI News -

(Toronto, Ontario – Dec. 22, 2011) Further recognizing the ethnic media’s contributions to the Canadian media landscape, OMNI Television today announced broadcast details for the **Canadian Ethnic Media Association (CEMA) 33rd Annual Awards**. Taped during the Dec. 10, 2011 evening ceremony at the Enwave Theatre in Toronto’s Harbourfront Centre, the 90-minute broadcast of the **CEMA 33rd Annual Awards** premieres **Friday, Dec. 30** on OMNI Television. See below for the full broadcast schedule.

“As a proud partner of CEMA, we are excited to deliver the **CEMA 33rd Annual Awards** to viewers, reaffirming our commitment to delivering the culturally-diverse stories that are not always reflected in traditional media,” said Madeline Ziniak, National Vice-President of OMNI Television and chair of CEMA. “This year’s high-calibre CEMA award submissions exemplify the positive and continuous growth of Canadian ethnocultural media.”

Hosted by *OMNI News: South Asian Edition* anchor Sudha Krishnan and *OMNI News: Italian Edition* anchor Vincenzo Somma, the special broadcast includes an awards presentation – honouring journalists, producers, and writers from across Canada for excellence in their fields – as well as a variety of live entertainment, including performances by the Zero Gravity Circus, The Wonderful World of Circus, and the Hips Don’t Lie Dance Company. The **CEMA 33rd Annual Awards** also presented the first-ever CEMA Innovation Award, honouring one outstanding news organization and The Sierhey Khmara Ziniak Award, presented annually to one outstanding journalist who has become a voice for Canadian multiculturalism.

CEMA 33rd Annual Awards OMNI Television Broadcast Information	
OMNI 1	Friday, Dec. 30 at 6:30pm ET Encore presentations: Friday, Dec. 30 at 10pm ET and Sunday, Jan. 1 at 4pm ET
OMNI 2	Saturday, Dec. 31 at 8pm ET
OMNI Alberta	Friday, Dec. 30 at 6:30pm MT Encore presentation: Sunday, Jan. 1 at 3:30pm MT
OMNI BC	Friday, Dec. 30 at 6pm PT Encore presentation: Sunday, Jan. 1 at 9pm PT

About CEMA

The Canadian Ethnic Media Association (formerly known as the Canadian Ethnic Journalists and Writers Club) was founded in 1978 as an inclusive organization for print, radio and television media; an internet category was added in 2004 to better meet the evolving needs and technology of ethnic journalism practitioners. CEMA publishes a website at www.canadianethnicmedia.com.

About OMNI Television

OMNI™ is a free, over-the-air multilingual/multicultural television system committed to positive portrayal and broadcast reflection of Canada's diversity through the airing of inclusive and accessible programming. With five television stations – in BC; Alberta (Calgary and Edmonton) and Ontario (OMNI.1 and OMNI.2) – OMNI is available to 16.5 million households in major market areas. As well as specializing in Canadian multilingual/ multicultural programming, OMNI carries well-known International series and films – including East Asian Super Cinema and South Asian Bollywood Freetime Movies. OMNI Television is a part of Rogers Broadcasting Limited., a division of Rogers Communications Inc. (TSX: RCI and NYSE: RCI) which is a diversified Canadian communications and media company. For more information visit www.OMNItv.ca

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