

A DAY TO LISTEN

WEDNESDAY JUNE 30

#DoSomething

**AMPLIFYING
INDIGENOUS VOICES**



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DOWNIEWENJACK.CA

Canadian Radio Broadcasters Join Together to Amplify
Indigenous Voices with A DAY TO LISTEN, June 30

- More than 500 radio stations from broadcasters across Canada, including Bell Media, Corus Entertainment Inc., Rogers Sports & Media, and Stingray Radio unite for a full day of programming dedicated to amplifying and elevating Indigenous voices –
- In partnership with the Gord Downie & Chanie Wenjack Fund (DWF), Canadians are invited to learn more at DownieWenjack.ca –

TORONTO (June 21, 2021) – In recognition of National Indigenous History Month, radio broadcasters across Canada, including Bell Media, Corus Entertainment Inc., Rogers Sports & Media, Stingray Radio, and more, join together in an unprecedented collaboration to amplify, elevate, listen to, and learn from Indigenous voices with **A DAY TO LISTEN** on **Wednesday, June 30**. In partnership with the Gord Downie & Chanie Wenjack Fund (DWF) (<https://downiewenjack.ca/>), **A DAY TO LISTEN** is dedicated to sharing stories from Indigenous leaders, residential school survivors, elders, musicians, and teachers throughout the day from 6 a.m. – 6 p.m. (local time).

The collaboration follows the public announcement that the remains of 215 children were buried at the site of the former Kamloops Indian Residential School. With more than 500 radio stations participating, spanning different markets, regions, and formats, **A DAY TO LISTEN** aims to leverage the power of radio to enact real change and begin to set a course for a better future.

“Many Canadians were shocked to learn of the remains of 215 children buried in Kamloops and now growing numbers at other residential school sites, something Indigenous communities have known – and shared – for years,” said Sarah Midanik, President & CEO, Gord Downie & Chanie Wenjack Fund. “We hope that **A DAY TO LISTEN**, and the ongoing work that we do at DWF, begins a new chapter in our reconciliation journey so that no Canadian is ever shocked again by the horrors inflicted upon Indigenous Peoples.”

Canadians are invited to visit DWF (<https://downiewenjack.ca/>) throughout the day to learn more about their programming, including the Legacy Schools program, which provides educators with free resources to teach about the true history of residential schools. Donations will be accepted via text or by visiting local station websites.

The mission of DWF is to create a pathway towards reconciliation, and to improve the lives of Indigenous people by building awareness, education, and connections between all Canadians.

Click below to listen to the radio promo for **A DAY TO LISTEN**, voiced by Christa Couture (<http://christacouture.com/>), an award-winning Indigenous performing and recording artist, non-fiction writer, and broadcaster with First Peoples Radio’s ELMNT FM in Toronto.

00:00

00:00

Radio stations participating in **A DAY TO LISTEN** include those from:

- Aboriginal Multi-Media Society of Alberta
- Acadia Broadcasting Limited
- Adam Reaburn
- Arctic Radio
- Arrow Road
- Atlantic Broadcasters Limited
- Attic Broadcasting
- Bathurst Radio Inc.
- Bay of Islands Radio
- Bayshore Broadcasting

- Bell Media
- Blackburn Radio Inc.
- The Bonne Bay Cottage Hospital Heritage Corporation
- Byrnes Media Inc.
- Campus Radio Saint John Inc.
- CBC Listen
- CBC Music
- Centre Wellington Community Radio Inc.
- Central Ontario Broadcasting
- CINB-FM Communications Inc.
- CKUA Radio Foundation
- Coastal Community Radio Cooperative
- Coast Broadcasting Ltd.
- Cobequid Radio Society
- Corus Entertainment Inc.
- Dalhousie University
- Dauphin Broadcasting Company Ltd.
- Debra McLaughlin and Pip Bola
- Dennis M. Dyck
- Dougall Media
- Durham Radio Inc.
- Evanov Radio Group
- First Peoples Radio Inc.
- Five Amigos Broadcasting Inc.
- Golden West Broadcasting
- Haliburton County Community Radio Association
- Harvard Broadcasting
- Hubbards Radio Society
- Huber Radio Ltd.
- Humber Communications Community Corp.
- Hunter's Bay Radio Inc.
- Joy FM Network
- Kahnawake Broadcasting Services
- Loyalist College Radio
- My Broadcasting Corporation
- MBC Radio
- MZ Media Inc.
- Native Communications Inc.
- NCRA
- Newfoundland Broadcasting Company Ltd.
- Northern Native Broadcasting
- Pattison Media
- Prince Edward County Radio Corp.
- Quinte Broadcasting
- Radio Fanshawe Inc.
- Rawlco Radio
- The Rock 98.5

- Rogers Sports & Media
- Saugeen Community Radio Inc.
- Sirius XM
- Smithers Community Radio
- Starboard Communications
- Stingray Radio
- Thunder Bay Information Radio
- Torres Media
- Touch Canada Broadcasting
- UMFM Campus Radio
- Vista Radio Ltd.
- Wellport Broadcasting Inc.
- Winnipeg Campus/Community Radio

About the Gord Downie & Chanie Wenjack Fund

Inspired by Chanie's story and Gord's call to build a better Canada, the Gord Downie & Chanie Wenjack Fund aims to build cultural understanding and create a path toward reconciliation between Indigenous and non-Indigenous peoples. Our goal is to improve the lives of Indigenous people by building awareness, education, and connections between all Canadians. Learn more at downiewenjack.ca (<https://downiewenjack.ca/>).

About Bell Media

Bell Media is Canada's leading content creation company with premier assets in television, radio, out-of-home advertising, digital media, and more. Bell Media owns 35 local television stations led by CTV, Canada's highest-rated television network, and the French-language Noovo network in Québec; 27 specialty channels, including leading specialty services TSN and RDS. Bell Media is Canada's largest radio broadcaster, with 215 music channels including 109 licensed radio stations in 58 markets across the country, all part of the iHeartRadio brand and streaming service. Bell Media owns Astral, an out-of-home advertising network of 50,000 faces in five provinces. The country's content distribution leader, Bell Media develops and operates websites, apps, and online platforms for its news and entertainment brands; video streaming services Crave, TSN Direct, and RDS Direct; and multi-channel network Much Studios. The company owns a majority stake in Pinewood Toronto Studios and a minority interest in Montréal's Grande Studios; is a partner in Just for Laughs, the live comedy event and TV producer; and jointly owns Dome Productions Partnership., one of North America's leading production facilities providers. Bell Media is proud of its role in fostering diversity and inclusion with equity-seeking groups within the company and across Canada's media industry. Bell Media is part of BCE Inc. (TSX, NYSE: BCE), Canada's largest communications company. Learn more at [BellMedia.ca](http://www.BellMedia.ca) (<http://www.BellMedia.ca>)

About

Corus Entertainment Inc.

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that develops and delivers high quality brands and content across platforms for audiences around the world. Engaging audiences since 1999, the company's portfolio of multimedia offerings encompasses 33 specialty television services, 39 radio stations, 15 conventional television stations, a suite of digital and streaming assets, animation software, technology and media services. Corus is an internationally renowned content creator and distributor through Nelvana, a world class animation studio expert in all formats and Corus Studios, a globally recognized producer of hit scripted and unscripted content. The company also owns innovative full-service social digital agency so.da, lifestyle entertainment company Kin Canada, leading 2D animation software supplier Toon Boom and children's book publishing house, Kids Can Press. Corus' roster of premium brands includes Global Television, W Network, HGTV Canada, Food Network Canada, HISTORY®, Showcase, Adult Swim, National Geographic, Disney Channel Canada, YTV, Global News, Globalnews.ca, Q107, Country 105, and CFOX, along with broadly distributed Canadian streaming platforms STACKTV, Nick+, the Global TV App and Curiouscast. For more information visit www.corusent.com.

About Rogers Sports & Media

Rogers Sports & Media is a diverse sports and content company that connects with more than 30 million Canadians each week. The company's multimedia offerings include 54 radio stations, 29 local TV stations, 23 conventional and specialty television stations, podcasts, digital and e-commerce websites, and sporting events. Rogers Sports & Media delivers unique storytelling through its range of powerful brands: Citytv, OMNI Television, FX, TSC, 680 NEWS, 98.1 CHFI, KiSS, Breakfast Television, Cityline, CityNews, Sportsnet – Canada's #1 sports network, and the Blue Jays – Canada's only Major League Baseball team. Rogers Sports & Media is a subsidiary of Rogers Communications Inc. (TSX, NYSE: RCI). Visit [RogersSportsandMedia.com](https://can01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.rogerssportsandmedia.com%2F&data=04%7C01%7CCharmaine.Khan%40rci.rogers.com%7C6a) (<https://can01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.rogerssportsandmedia.com%2F&data=04%7C01%7CCharmaine.Khan%40rci.rogers.com%7C6a>)

About Stingray Radio

Montreal-based Stingray (TSX: RAY.A; RAY.B) is a leading music, media, and technology company with over 1,000 employees worldwide. Stingray is a premium provider of curated direct-to-consumer and B2B services, including audio television channels, over 100 radio stations, SVOD content, 4K UHD television channels, FAST channels, karaoke products, digital signage, in-store music, and music apps, which have been downloaded over 160 million times. Stingray reaches 400 million subscribers (or users) in 160 countries. For more information: www.stingray.com.

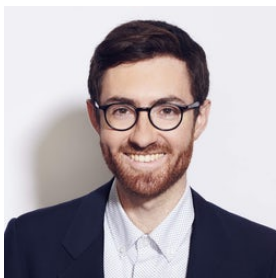
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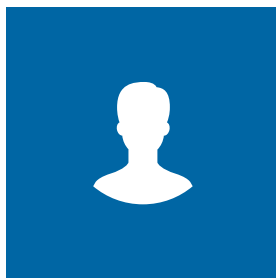


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