



CHCH Celebrates Its 60th Birthday! With Broadcast Special

[Announces CH-CHing! Canada's First TV Viewer Loyalty Program](#)

TORONTO, MAY 29, 2014 – CHCH TV, one of Canada's longest standing independent television broadcasters, is commemorating 60 years of entertaining and informing its loyal viewers starting this June, and to thank those loyal viewers, CHCH is introducing [CH-CHing!](#) – the country's first ever broadcast TV loyalty program.

To kick off this birthday milestone, CHCH will air a 60-minute retrospective on its history entitled **60 Years Strong on Friday, June 6 at 8 p.m.** *60 Years Strong* starts with a look back at the launch of the station by Ken Soble, a broadcast pioneer, whose maverick decision to drop the CBC's programming and go it alone as a private broadcaster made headlines.

"The Special covers memorable programs, personalities and innovations that will create a flood of memories for anyone who's watched TV in Ontario these past six decades," said Mike Katrycz, Vice President, News, Channel Zero. "Great names and shows from the Special include Tom Cherington, Dick Beddoes, Bill Lawrence, Norm Marshal, Ken Soble's *Amateur Hour*, *Tiny Talent Time* (making a comeback in Fall 2014), *The Hilarious House of Frightenstein*, *The Red Green Show*, *Party Game*, *Maple Leafs Hockey*, *Don Cherry's Grapevine* and blockbuster movie world TV premieres like *The Godfather*."



Innovation has always been a hallmark of CHCH and that continues with the introduction of CH-CHing! – the first loyalty program of its kind to give something to the audience.

CH-CHing! is FREE! Once a CHCH viewer registers at www.chch.com, they can earn points to redeem for rewards such as gift cards, discounts, special offers, experiences and various goods from CHCH and its broadcast partners. Viewers earn points by interacting with the CHCH brand on air and online. Actions include entering keywords from television programming, and watching and sharing news clips online.

Those that register for CH-CHing! before June 30th will receive 6,000 bonus points. Viewers tuning in to the *60 Years Strong* Special on June 6th should watch for the CH-CHing! keyword displayed on-screen to earn an additional 6,000 points.

"CH-CHing! is our way of thanking our viewers for 60 years of loyalty," said Chris Fuoco, VP Sales & Marketing. "We've created an enduring program that's easy to participate in and that rewards viewers for what they're already doing."

More on CH-CHing!

- **Watch the CH-CHing! [Welcome Video](#)**
- **[How to Watch and Earn](#)**
- **[CH-CHing! Rewards Catalogue](#)**

- More ways to Watch and Earn with [60th Birthday Special Programming Calendar](#)

“We’re also incredibly excited about the deeper level of viewer engagement CH-CHing! provides our advertisers,” said Jane Hicks, Integrated Promotions Manager, CHCH. “A number of our partners are already on board including Parkway Nissan, who is presenting CH-CHing! members with a chance to win the all-new 2015 Nissan Micra as part of our 60th birthday celebrations.”

Other partners already signed on for CH-CHing! include Holiday Valley in Ellicottville, New York; Rockway Vineyards; Len’s Mill Stores; ECS Coffee; The Love Shop; Barangas on the Beach; Hamilton Hyundai; Wild Water Kingdom; and Romanos Restaurant.

CH-CHing! was developed by SlimCut Media, a company helping digital publishers increase user engagement while driving online revenue. SlimCut’s platform combines innovative advertising formats and a reward program.

About CHCH

CHCH started broadcasting in 1954 and is proud to be the news leader for Hamilton and the surrounding Halton and Niagara regions. CHCH produces more original news programming than any other local television station in North America. With a primetime line-up anchored by movies, news magazine shows, and hit dramas, CHCH is available to over 92% of Ontario households and is viewed by millions nationally each week. For more information, please visit www.chch.com.

About Channel Zero Inc.

Channel Zero is an independent Canadian media company that owns over-the-air channel [CHCH Ontario](#) and a growing bouquet of specialty channels including [Rewind](#), [Silver Screen Classics](#) and [Fight Now! TV](#) – the first 24/7 combat sports channel to air in the U.S. The company is parent to *Channel Zero Digital*, which owns popular sites [Andpop](#) and [ChartAttack](#), and the digital companions of its broadcast brands. *Channel Zero World Media* operates [Bollywood Times](#), [Mehndi TV](#) and [Halla Bol](#) – Canada’s first South Asian HD TV channels. Channel Zero also operates [Quat Media](#), an Academy Award® winning film sales and distribution company. For more information, please visit www.tvchannelzero.com.

About SlimCut Media

SlimCut Media partners with tier-1 digital publishers to help evolve the online news experience. With offices in Toronto and Paris, SlimCut Media is at the forefront of innovative efforts to increase value for consumers and to create the distribution model of the future. The platform includes innovative video advertising formats, a reward program and a micro-payment system. For more information, please visit www.slimcutmedia.com.

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