

**FOR IMMEDIATE RELEASE**

## **CRTC GRANTS APPROVAL FOR CANADA'S FIRST NATIONAL BLACK AND CARIBBEAN TELEVISION STATION**

TORONTO, October 21, 2014 – Fitzroy Gordon, Founder and President of Toronto based radio station G98.7FM “The Way We Groove,” is pleased to announce that he has been granted approval from the Canadian Radio Television and Telecommunications Commission (CRTC) to operate a national television station focused on airing programs for the Black and Caribbean population of Canada.

“For years the Black and Caribbean community in Canada has expressed the need to have easier access to media that reflects their identity, culture, values and issues. By obtaining approval to establish this television station we have taken a significant step in bringing this shared vision to life,” said Gordon.

The station which is scheduled to begin broadcasting in fall 2015, will air a wide range of local and international content, as well as originally produced programs, geared toward the entire family. The station’s programming will include everything from sitcoms to movies, drama series, documentaries, news, sports, talk shows, religious programs, tourism, festivals, carnivals, weather reports, cooking and music shows.

“For the first time in the history of Canada, Black and Caribbean people will have a national voice. It is also my desire to keep our distinct and authentic culture alive in this nation for generations to come,” said Gordon.

Upon launch, the station will be available through various cable providers nationwide on a subscription basis for all Canadians to enjoy.

“A few years ago I promised to work hard to deliver a radio station to serve the population, as a result, G98.7FM was born. I then promised a television station, and now I am delivering on that promise,” Gordon said.

For more information about the TV station and for investment opportunities, please email [g2020tv@gmail.com](mailto:g2020tv@gmail.com).

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