



FOR IMMEDIATE RELEASE

***ROGERS DONATES \$20,000 OF AIRTIME TO THE CITY OF EDMONTON'S SPOUSAL VIOLENCE INTERVENTION TEAM
Victims of family violence will be provided with cell phones and airtime through Safe Connection***

Edmonton, Alberta, May 10, 2007—The City of Edmonton today announced that Rogers Communications Inc. will donate \$20,000 of airtime to an innovative new program, Safe Connection, run by the city's Spousal Violence Intervention Team (SVIT). The SVIT receives more than 5,500 reports of family violence a year, and the donation of wireless service, along with Nokia's contribution of 200 handsets, will help ensure that Edmonton residents at risk will have a vital communication link available to them at all times.

The SVIT is a joint effort between Edmonton Community Services and the Edmonton Police Service and was developed to provide support to people who are at risk of family violence. The team provides information about personal safety, court matters and community resources to victims who have been referred through the police or social service agencies. Through Safe Connection, the SVIT can now provide cell phones and airtime to high-risk victims who often have no other means of communication. These victims will have a way to get help if they are in danger of future assaults, harassment or stalking, as well as to access the support of friends and family.

"The City of Edmonton is pleased and excited that Rogers, Nokia, 630 CHED, Crystal Glass and the other partners have come together to support Safe Connection," said Mayor Stephen Mandel. "An innovative partnership like this one demonstrates how, working together, we can raise awareness of the issues around family violence and find simple, workable solutions."

"Communication is extremely important to people at risk, so providing victims of spousal abuse with a way to communicate was a natural fit for Rogers," said Robert Gerrity, Director of Marketing for Rogers in Alberta. "We hope our contribution to this community-based and much-needed program will help SVIT clients here in Edmonton move toward personal safety and independence."

630 CHED, a Corus Entertainment station, is a key supporter of Safe Connection. Starting May 11, 630 CHED will be conducting an on-air promotion of the program and soliciting donations. Donations to support on-going operations and expansion of the program can be made at all Edmonton area Digital Communications stores, a local Rogers Authorized Dealer, and at all Edmonton area Crystal Glass locations. Contributors can also visit www.630ched.com for information on how to mail in a donation. All money donated to Safe Connection will be managed by the Edmonton

Police Foundation, which will direct all proceeds to the City of Edmonton's Spousal Violence Intervention Team.

"Approximately 2,500 women and children used Edmonton shelters last year due to abuse in their household," said Harry Mann, Board Member of the Edmonton Police Foundation and General Manager of Crystal Glass. "A common characteristic we see in these cases is that the abuser takes away the victim's ability to communicate, isolating them from family and friends. Rogers' donation of airtime will provide these victims with lines of communication—a first step in breaking the cycle of violence."

Founding partners of Safe Connection include Rogers Communications, Nokia Canada, 630 CHED, Digital Communications, Crystal Glass, the Edmonton Police Foundation, and the City of Edmonton's Spousal Violence Intervention Team.

ABOUT THE SPOUSAL VIOLENCE INTERVENTION TEAM

The City of Edmonton's Spousal Violence Intervention Team is comprised of a working partnership between a City of Edmonton social worker and a police detective from the Edmonton Police Service. The role of the SVIT is to provide ongoing information and services to victims in relation to personal safety issues, court matters and community resources available. The SVIT also provides support in relation to potential future assaults, harassment and/or stalking issues.

ABOUT THE EDMONTON POLICE FOUNDATION

The Edmonton Police Foundation, established by community leaders in June 2000, is an independent, non-profit, charitable organization that promotes and supports community policing, crime prevention and education initiatives developed by the Edmonton Police Service.

- 30 -

For more information, please contact:

Barbara Kasianiuk
City of Edmonton Community Services
(780) 944-5534
barbara.kasianiuk@edmonton.ca

Harry Mann
Edmonton Police Foundation/Crystal Glass
(780) 436-8780
hmann@crystalglass.ca

Rebecca Catley
Rogers Communications Inc.
(604) 729-3581
rebecca.catley@rci.rogers.com