



**FOR IMMEDIATE RELEASE**

Contact:

Jonathon Aubry  
here! Networks  
310-806-6382  
[jonathona@heretv.com](mailto:jonathona@heretv.com)

Robin Mesger  
The Lippin Group  
323.965.1990 ext.324  
[rmesger@lippingroup.com](mailto:rmesger@lippingroup.com)

**here! Networks to Broadcast Academy of Television Arts & Sciences' Ribbon of Hope Celebration**

*10<sup>th</sup> Annual Celebration Commemorates "Television with Conscience" on 25<sup>th</sup> Anniversary of AIDS Pandemic*

**LOS ANGELES** – November 1, 2006 – **here!**, America's premium gay television network, is pleased to announce that it will team with the Academy of Television Arts & Sciences and Television Cares, the community service committee of the Television Academy, to tape and broadcast the 10<sup>th</sup> Annual Ribbon of Hope Celebration, which will take place on November 29, 2006, at the Television Academy's Leonard Goldenson Theatre. This year's event will be taped live by **here!** and then edited for later broadcast and offered free of charge to here!'s 50 million cable and satellite households and to every visitor on here! Video, the network's broadband portal.

The Ribbon of Hope Celebration aims to honor programming excellence in cause awareness, education and action and to celebrate and promote "television with conscience." Originally named after the iconic red ribbon that has become the global symbol in the fight against AIDS, the annual Ribbon of Hope Celebration will be celebrating its 10<sup>th</sup> anniversary this year. Previous HIV/AIDS program honorees include *60 Minutes II*, *20/20*, Hallmark Hall of Fame's *The Blackwater Lightship*, *E.R.*, *Everwood*, *Sex and the City*, *The West Wing*, and *Angels in America*.

Ribbon of Hope will also present a Special Award to various corporations, non-profits or individuals who fully understand the power of the media, especially television, and use it to further their own commitment to the causes of awareness, prevention, and treatment. This year Ribbon of Hope will present a Special Award for Breast Cancer Awareness to the popular Showtime series *The L Word* for its extraordinary breast cancer storyline and

related awareness campaign. This will be the first-ever award presented by Ribbon of Hope honors a program outside of the area of HIV/AIDS.

“Given that Ribbon of Hope’s 10<sup>th</sup> anniversary coincides with the 25<sup>th</sup> year of the AIDS pandemic, this year’s event presents an important opportunity to renew awareness while addressing the complacency that currently hampers HIV/AIDS education, prevention and treatment efforts around the world,” said Paul Colichman, Founder and CEO of here! Networks. “In that vein, here! is honored to be partnering with the Television Academy on this important event and thrilled to be able to make this celebration available to here!’s nationwide audience and the global online community.”

"This is the first time the Ribbon of Hope ceremony is being televised and we are pleased that here! Networks is our exclusive partner for this event," said Alan Perris, COO, Academy of Television Arts & Sciences.

Please visit <http://heretv.com/AGetHerePage.php> to find out if here! is available in your area.

### **About here!**

here!, America's premium gay television network, was established in 2002 and is currently available nationwide via satellite, all major cable systems, and Internet TV providers as either a 24/7 premium subscription channel, a video on demand (VOD) service, and/or a subscription video on demand (SVOD) service. here! offers a wide variety of groundbreaking and acclaimed original movies and series plus the world's largest collection of gay and lesbian films appealing to the broad-based, diverse LGBT audience. here! programming is also offered via here! Video, the broadband portal of here! Networks which can be found at [www.heretv.com/videoplayer](http://www.heretv.com/videoplayer). here! Interactive Media, the online division of here! Networks, has more than 3 million unique visitors a month through sites including GayWired.com, 247Gay.com, and LesbianNation.com. For more information, please visit here!'s website at [www.heretv.com](http://www.heretv.com).

### **About the Academy of Television Arts & Sciences**

The Academy of Television Arts & Sciences was founded in 1946 just one month after network television was born. It is a non-profit organization devoted to the advancement of telecommunications arts and sciences and to fostering creative leadership in the telecommunications industry. In addition to recognizing outstanding programming through its Emmy® Awards, the Television Academy publishes *emmy* magazine and through its Foundation, is responsible for the Archive of American Television, College Television Awards, acclaimed student internships and other educational outreach programs. For more information on the Academy of Television Arts & Sciences and its many industry-related programs and services, including year-round Academy events staged for the community, please visit [www.emmys.tv](http://www.emmys.tv).

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