



FOR IMMEDIATE RELEASE
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**TELELATINO BOOSTS “VISTA ITALIA,”
ART GALLERY OF HAMILTON’S YEAR-LONG CELEBRATION OF ITALIAN ARTS,
WITH TV PROGRAMMING AND PROMOTIONAL CAMPAIGN**

As its exclusive media partner, TLN Telelatino Network, is supporting *Vista Italia* by offering its viewers a tantalizing glimpse of the exhibits and events associated with the Art Gallery of Hamilton’s year-long celebration of Italian arts and culture.

Telelatino captured vital footage at the Art Gallery of Hamilton, filming interviews with Gallery staff, board members and exhibition partners, which it broadcast throughout July. The network has also produced commercials in English and Italian to promote “Vista Italia” throughout August and September.

“The Art Gallery of Hamilton is excited to have the broadcasting power of TLN Telelatino Network behind our year-long celebration of Italian arts and culture,” says AGH President and CEO Louise Dompierre. “Thanks to TLN’s support and their well-executed broadcasting and promotional campaign, I know that their viewers will be motivated to visit the Gallery and explore the richness of Italian art and design, as demonstrated by the exhibitions we’re presenting into September.”

“We are delighted to connect our community of Italian Canadian viewers and our viewers in general to this special celebration of Italian culture,” says Telelatino President Aldo DiFelice. “The many “Vista Italia” activities and exhibitions offer a feast for the eyes and mind. We are proud to share this visual bounty with our millions of viewers.”

Entering its 25th year of broadcasting, **Telelatino** is a uniquely Canadian success story providing unparalleled programming in Italian, Spanish and English to over 5 million homes from coast to coast. As Canada’s leading Hispanic and Italian media source, TLN delivers a variety of domestic and international programming including daily news reports from Italy and Latin America, international sports, award-winning novellas and dramas, variety shows, feature films and specials.

Founded in 1914, the **Art Gallery of Hamilton** is Canada’s seventh largest public art gallery (and Ontario’s third largest), owns one of the country’s best art collections, welcomes over 160,000 visitors per year, and hosts an extensive programme of exhibitions, educational programmes, performances, talks, literary events, and film screenings.

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For the Art Gallery of Hamilton

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