



FOR IMMEDIATE RELEASE

## Telelatino Network and TD Bank Celebrate Canada 150 with the 2<sup>nd</sup> Annual TD WELCOME TO CANADA Literacy Program

Canada's First Literacy Program  
For The Growing Hispanic Community



Read more about the program at  
[tln.ca/WelcomeToCanada](http://tln.ca/WelcomeToCanada)

Toronto, June 5, 2017 ---Telelatino Network Inc. (Telelatino), Canada's most influential multilingual media company, and home of TLN Television and the Spanish-language Univision Canada channels, announces that TD Bank Group (TD) has signed on for a second year as the title sponsor of the network's annual [TD Welcome to Canada Literacy Program](#) following the success of the inaugural launch in 2016.

Honouring Canada's 150<sup>th</sup> milestone birthday, the TD Welcome to Canada program will make 1500 books available to young newcomers, particularly those of Hispanic descent. Books will be distributed to selected schools, community centres, and libraries across the country to help foster an understanding of our home and native land, including language, Canadian geography, history and multiculturalism.

Hispanic Canadians represent the country's fastest growing foreign language community with nearly 2 million Spanish speakers from coast to coast.\* What better way to celebrate Canadian multiculturalism than by making young Latinos and their families feel more welcome in their new country and show them what makes Canada great.

We are thrilled to continue our collaboration with Telelatino Network for the TD Welcome to Canada literacy program," said Leo Salom, Executive VP Wealth Management, TD Bank Group "This innovative program has allowed TD to expand our ongoing commitment to children's literacy to young Latinos and their families providing additional literacy support to help newcomers better integrate into Canadian society, develop English language skills while learning about the country's rich history and culture".

As part of the Hispanic targeted grassroots campaign, the TD Welcome to Canada will be integrated into TD's *Summer Reading Club* program and also featured at a series of events throughout the summer, including the annual *Salsa at Blue Mountain Festival* (June 23 -25) and Canada's largest celebration of Latino Culture, the *TD Salsa in Toronto Festival* featuring *TD Salsa on St. Clair* (July 8 & 9). The community grassroots initiative will also be supported by a national TV campaign on TLN Television and Univision Canada (in Spanish and English) to build children's literacy awareness amongst parents of new Canadians.

[Click Here](#) for more details and the TD Welcome to Canada Summer/Fall 2017 event listings.

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**\*Source: Statistics Canada, 2011 National Household Survey (NHS)**

**About Teletatino Network Inc. [tln.ca](http://tln.ca)**

Teletatino Network Inc. is Canada's most influential multilingual media company, uniting cultures and sharing conversations with Canadians and the world. Teletatino is home to 11 television channels reaching millions of Canadians, the country's largest Latino street festival, state-of-the-art digital production and distribution facilities and hundreds of hours of unique and culturally significant programming for Canadian and worldwide audiences. The Company's primary TV channel is TLN, Canada's Culturally Connected English-language specialty channel seen in 6 million homes. Teletatino also offers Canada's most widely distributed foreign language television channels, including multiple Spanish-language and Italian-language channels. Teletatino Network Inc. is majority owned by Corus Entertainment, a leading Canadian media and content company.

**About Univision Canada [univisioncanada.ca](http://univisioncanada.ca)**

Univision Canada is the #1 all-Spanish language television channel serving Canada's 1.8 million Spanish speakers. Univision Canada combines the best programs from the TV channels of America's leading Hispanic media company Univision Communications. The TV lineup includes award-winning daily news, telenovelas, top soccer matches and tournaments, popular talk shows, and spectacular specials, complemented with Made in Canada community pleasing original shows. Featured programs include Noticiero Univision, Despierta America, Primer Impacto, El Gordo Y La Flaca and the annual Latin Grammy Awards. Univision Canada is a Teletatino Network owned channel and can be seen from coast to coast in over 3.4 million homes on all of Canada's largest pay TV platforms. (Rogers 780, Bell 699, Bell Fibe 867, Vidéotron 252, Shaw 508, MTS 517).

**About TD Bank Group**

The Toronto-Dominion Bank and its subsidiaries are collectively known as TD Bank Group ("TD" or the "Bank"). TD is the sixth largest bank in North America by branches and serves more than 24 million customers in three key businesses operating in a number of locations in financial centres around the globe: Canadian Retail, including TD Canada Trust, TD Auto Finance Canada, TD Wealth (Canada), TD Direct Investing, and TD Insurance; U.S. Retail, including TD Bank, America's Most Convenient Bank, TD Auto Finance U.S., TD Wealth (U.S.), and an investment in TD Ameritrade; and Wholesale Banking, including TD Securities. TD also ranks among the world's leading online financial services firms, with approximately 10.7 million active online and mobile customers. TD had CDN\$1.1 trillion in assets on April 30, 2016. The Toronto-Dominion Bank trades under the symbol "TD" on the Toronto and New York Stock Exchanges.