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CHUM'S ALLAN WATERS & MR DRESSUP TO BE HONOURED
AT AV TRUST'S MASTERWORKS 2007

OTTAWA, October 18, 2007... **MasterWorks**, the Audio-Visual Preservation Trust of Canada's (AV Trust) annual celebration of Canada's film, television, radio and recorded music heritage, will honour the late **Allan Waters, founder of CHUM Limited**, in the radio category; and **Mr. Dressup** in the television category, David Novek, President of the Trust announced today. **MasterWorks** will be held Tuesday, October 30 at the Cinémathèque québécoise in Montréal.

Allan Waters (1921-2005)

As the founder of CHUM Limited, a Canadian media corporation, Allan Waters was a businessman, media industry leader and philanthropist who helped establish what we now call Canadian content. Waters purchased 1050 CHUM Toronto in 1954, then a small low-powered radio station. From this humble beginning, he built his media empire.

With an increase in power to 50,000 watts in May 1957 and the launch of the first Top 40 radio format in Canada, Waters introduced the CHUM Chart, CHUM Chicks and CHUM Bugs to attract Toronto's teenage listeners. He then expanded from radio into the television market by buying Barrie CBC affiliate CKVR in 1969, four television stations in the Maritimes in 1972 which formed the CTV-affiliated Atlantic Television System (ATV), and then Toronto's fledgling City-TV in 1978.

As CHUM Limited's Chairman and President until 2002, Allan Waters created the vision for CHUM's growth from that single radio station to its place as one of Canada's premier media companies, with thirty-four radio and thirty-three television stations (including City-TV, Bravo, and MuchMusic) across the country as well as other media outlets around the world.

His vision for CHUM was rooted in fostering strong connections with the communities it serves, while staying true to his own guiding principles of respect, honesty and fair dealing. He was also recognized for contributing to Canada's cultural legacy through the support of Canadian talent. Mr. Waters was the first broadcaster to be honoured with the Walt Grealis Special Achievement Award for contributions to the Canadian music industry and was also inducted into the CAB Broadcast Hall of Fame, the Canadian Music Hall of Fame and the Canadian Music Industry Hall of Fame.

Mr. Dressup

Onscreen *Mr. Dressup* consisted of only a man, a (hidden) woman, a big trunk and a small tree house to create one of Canadian television's most respected, long-lived and dearly beloved programs. The man was Ernie Coombs, who adopted Canada as his country and made his show a symbol of Canadian virtues like tolerance and kindness. The woman was Judith Lawrence, the puppeteer who created the big-eyed boy Casey and his voiceless but eloquent dog, Finnigan. The trunk was the Tickle Trunk, ostensibly full of costumes, but really full of imagination. And the

tree house was the idyllic home of Casey and Finnegan. The program appeared for nearly 40 years on CBC, and in its prime was watched by 90 per cent of its target audience. As the years went by, *Mr. Dressup's* first viewers watched with their own children. Ten years after *Mr. Dressup* retired, the program, in repeats, was still a safe place for pre-schoolers and their parents; a place that loved music, art, song and silliness: a celebration of small joys and great happiness.

Founded by the AV Trust in 2000, **MasterWorks** annually honours 12 culturally significant works or personalities, three each from the film, TV, sound recording and radio genres.

MasterWorks are designated for a work or body of work that have had a critical or popular impact on Canadian culture or have been influential in shaping its genre. The honourees are chosen by panels of experts from the Canadian film, radio, TV and music industries.

In spearheading the initiative to preserve such treasures, AV Trust President David Novek says “as a non-profit public/private sector organization dedicated to promoting the preservation of Canada’s audio-visual heritage, and facilitating access to and usage of regional and national collections, the Trust does not engage in preservation work itself. Rather, we administer programs to restore, archive and make accessible feature films and recorded music. We also work with private and public-sector organizations and interested individuals to achieve our goals.”

Where a **MasterWork** is in danger of being lost, the AV Trust helps ensure the restoration or preservation of the work so that it will remain a cornerstone of the country’s audio-visual heritage and can be enjoyed by future generations of Canadians. Currently film and music restoration programs are supported with grants from Canadian Heritage and the Astral Media feature film restoration program, with other AV Trust programs aided by Vivendi Universal Music Canada and Universal Studios Canada.

Library and Archives Canada, CBC/Radio-Canada, and the National Film Board, who themselves are actively involved in preservation of the country’s heritage, are sustaining partners of the Trust along with Telefilm Canada.

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The Audio-Visual Preservation Trust of Canada is a national charitable non-profit public/private organization dedicated to promote awareness of and access to Canada’s rich and diverse audiovisual heritage, and to facilitate access to and usage of regional and national collections. **MasterWorks** is the Trust’s main vehicle for raising awareness of preservation issues, with the goal of safeguarding cherished works from Canada's audio-visual heritage.

More information on the AV Trust, its programs and **MasterWorks** 2007, is available at www.avtrust.ca.

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