



MEDIA ALERT:

Citytv Wants You to Accept This Rose

(Toronto, May 28, 2010) – This Monday **Citytv** sets morning commuter's hearts-a-flutter by unleashing handsome bachelors - armed with 2000 roses - on downtown Toronto during rush hour. In the spirit of the hit reality series *The Bachelorette*, women will get to feel like a Bachelorette as they are asked to accept this rose by the tuxedo clad gents.

Who: 4 Canadian Bachelors dressed in Tuxedos

What: The Bachelors will be surprising lucky ladies in the Yonge-Bloor area by handing out branded roses and asking them to "accept this rose" in the style of the hit romantic reality series *The Bachelorette* on **Citytv**. There will also be opportunities to win additional Bachelorette prizes with skill testing trivia questions related to the series.

Where: On the street close to Yonge and Bloor subway station.

When: Monday, May 31, 2010 from 8 AM- 9:30 AM

On the second episode of the season, airing Monday, May 31, the 17 remaining Bachelors learn that roses are at stake on the group date and two individual dates. Ali whisks away her first date to famed Hollywood Boulevard, where they're swarmed by fans and paparazzi. The next day, 12 of the guys meet Ali at a beautiful Malibu beach house where they will strike a pose for charity. The last one-on-one date takes off on a private jet to Las Vegas. At a pressure-packed cocktail party, the drama escalates when one man confronts the others. At the end of the night, Ali sends three men home. Find out if Canadians Chris H, Craig M, and Justin are among the 14 remaining men vying for Ali's heart.

The Bachelorette airs Mondays at 8pm ET/PT (7pm CT, 9pm MT) on **Citytv**. Plus, visit Citytv.com for extensive Bachelorette coverage including – full episodes, live chats and The Single File blog.

Citytv™ television stations in Toronto, Vancouver, Calgary, Edmonton and Winnipeg offer viewers intensely-local, urban-oriented, culturally-diverse television programming. A distinct alternative to other conventional television stations, **Citytv** engages its viewers with dynamic on-air personalities and delivers an entertaining mix of news, local-interactive formats such as: Breakfast Television and CityLine; as well as local Canadian and US acquired prime time entertainment programming. **Citytv** is a part of Rogers Broadcasting Limited, a division of Rogers Communications Inc. (TSX: RCI and NYSE: RCI) which is a diversified Canadian communications and media company. For more information on **Citytv** stations and programming, visit www.Citytv.com

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