



here! Starts Change Starts here!

May 8, 2007

Gay television network here! TV stepped up charity efforts with a new national campaign to announce the creation of a national cause-marketing initiative called Change Starts here!.

The new initiative will support national and local charitable organizations.

Charter members of Change Starts here! are Cable Positive <http://www.cablepositive.org>, Aid for AIDS in Nevada <http://www.afanlv.org>, **the National Gay & Lesbian Task Force** <http://www.thetaskforce.org>, the National Gay & Lesbian Chamber of Commerce <http://www.nglcc.org>, the National Lesbian & Gay Journalists Association <http://www.nljja.org>, Frameline <http://www.frameline.org> and Outfest <http://www.outfest.org>.

here! will launch Change Starts here! July 9.

"Creating this new initiative is an important part of the company's mandate to support the communities and organizations that are vital components of our audience," here! Networks founder and CEO Paul Colichman <http://www.multichannel.com/article/CA6412044.html> said in a prepared statement.

"By participating in this initiative, cable customers who subscribe to here! Networks will have an opportunity to have their dollars work for important philanthropic organizations and add our unique television destination to their programming lineup," he added.

For each new subscriber to the channel, here! Networks will donate \$10 to a participating Change Starts here! organization as designated by that new customer. Cable customers need only provide their cable bill showing here! Networks added to their cable lineup and select one of the nonprofit partners to participate in Change Starts here!.