

**What is the Meaning of Easter Today?**  
*Launch of a National Easter Video Contest*

As we enter into Lent, the 40-day period leading to Easter, Salt + Light Television, Canada's Catholic television network, is launching a national video contest called '**Easter Spirit!**', encouraging the youth of Canada to reflect on what Easter represents in their life; a commercial holiday or spiritual journey?

**A contest open to all Christians**

**Fr. Thomas Rosica**, C.S.B. and CEO of Salt + Light Television, extends the invitation to youth from all Christian denominations: "This contest is a perfect opportunity to present the central message of Easter in an original and creative way. Who better to give a current insight on the most important Christian feast than the youth of our country?"

All interested have until April 8<sup>th</sup>, 2006, to shoot a 1-to-5-minute long video, in which they share their view on the meaning of Easter today. There is one condition: the video must incorporate the themes of Lent and/or Easter, such as redemption, the Passion, sacrifice, etc.

The videos will be broadcasted on Salt + Light Television throughout the week before Easter. Viewers of the network and visitors to their website will have the opportunity to vote for their favourites and a **Grand Prize of \$1,000** will be awarded to the winner. Full contest details can be found online at [www.saltandlighttv.org](http://www.saltandlighttv.org).

This initiative can be attributed to the success of Salt + Light's last video contest, "Lights, Camera, Cologne" which received a tremendous response, and led to the discovery of some very talented youth from all over Canada! To get a taste of the talent that can be expected in these short films, you can watch the winning videos of the last contest on the station's website.

**Salt + Light TV's Easter Coverage**

Salt + Light Television will broadcast the Holy Week celebrations from the Vatican on its network including the Palm Sunday Mass, Holy Thursday Mass, Good Friday liturgy, the Easter Vigil, and the Easter Sunday Mass including the Urbi et Orbi. Further details about the Holy Week coverage will be posted on the network's website in the weeks to come.

Salt + Light Television is available nationally on Bell ExpressVu (Channel 654), in Ontario on Rogers Digital Cable (Channel 395), and Cogeco Digital Cable (Channel 185 in specific areas) and in Québec on illico Vidéotron digital TV (Channel 242).

Salt and Light Catholic Media Foundation, established in Toronto in 2003, is a non-profit lay organization with a national and international scope. Salt + Light offers Catholic content through a diverse range of multi-media tools, such as television production, digital television distribution and the internet.

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**For visuals or further information on the contest or Salt + Light Television's Easter coverage, media contact:**

**JASMIN LEMIEUX-LEFEBVRE / CHRISTOPHER KETELAARS**

**416-971-5353 ext 239 / 245**

**Cell: 416-771-7785 / 416-892-1729**

**[jill@saltandlighttv.org](mailto:jill@saltandlighttv.org) / [cketelaars@saltandlighttv.org](mailto:cketelaars@saltandlighttv.org)**