



FOR IMMEDIATE RELEASE

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CARITAS TELETHON THIS SUNDAY

11:30 am ET LIVE ON CHIN TV
6:00 pm ET GRAND FINALE ON TLN TELELATINO

Toronto...Telethon Sunday is finally here! Caritas volunteers will roll up their sleeves, pick up phones and take pledges all day long on Sunday April 25, 2010. Our theme this year **LESSONS IN LIFE** will set the tone for an exciting yet informative day to reflect and participate in the battle against dependency, to educate the public, and to raise the necessary funds to sustain Caritas.

Caritas, also known as *a school of life*, is a registered charity, well known for its long-term residential rehabilitation program. The type of program offered by Caritas is unique in Canada due to its 25-month duration, and the multidimensional approach, known as the Therapeutic Community. Caritas residents join the program with literally no hope for tomorrow, but upon completion of the program they have a new appreciation for life, a total change in lifestyle, and the ability to overcome its obstacles.

The Telethon will feature real testimonials provided by Caritas residents, parents, families, and graduates, appeals by various clubs and associations, school groups, church groups, businesses, community workers, and dignitaries. Sunday programming includes a special live broadcast on CHIN TV's "Festival Italiano Di Johnny Lombardi" starting at 11:30 am (on Citytv), and on location at CHIN building at 622 College Street, Toronto. Everyone is invited to join our special celebration and witness our stories and appeals.

The Grand Finale of the telethon will be aired on TLN Telelatino starting at 6:00 pm. The show will conclude a month long awareness and fundraising campaign in partnership with TLN to benefit Caritas Project's programs and services.

Caritas is asking for your help! The Telethon is a public awareness event, and a day of reflection on the real issues behind the "drug" problem; it is an invitation to share, to take ownership of the problem, and to help, morally and financially.