

For Immediate Release



Atlanta's Public Access Cable Channel, People TV, Announces a live on-air Fund-a-Thon in Conjunction with Georgia Gives Day to Supplement Massive Budget Cuts for 2015.

ATLANTA, GA (November 7, 2014) – After having its annual budget slashed by 60% - from \$350K to \$150K – People TV, Inc. (A Georgia 501(c)3 Non-Profit) is participating in Georgia Gives Day, on Thursday, November 13, 2014. Georgia Gives Day is a 24-hour online “flash mob” of giving to support non-profit organizations across Georgia.

People TV – Cable Channel 24 on Comcast - will air nine straight hours of live programming simply titled “People TV Fund-a-Thon” from 12pm EST to 9pm EST on Thursday, 11/13/14 featuring musical artists, comedians, community figures, public servants, and media personalities. Featured artist include Grammy award winning artist Eshe (Former member of the hip hop group Arrested Development) and Praise 102.5 radio personality & comedian Veda Howard. You will also be able to view the Fund-a-Thon via live stream at www.peopletv.org.

People TV hopes to raise an additional \$20,000 of public funding to help keep this community-programmed entity afloat.

Here are some key points to keep in mind about People TV and this Georgia Gives Day:

- The previous 2 Georgia Gives events have raised more than \$2.5M from more than 20K individual donors, for Georgia non-profit organizations.
- For nearly 30 years, People TV has provided more local issue-oriented educational and entertaining television programming than any other Atlanta TV station.
- People TV is a vehicle of free speech expression for individuals and organizations.
- Donations can be made via <http://www.peopletv.org/donate.html>

About People TV

People TV is the City of Atlanta's public access media technology center giving residents, nonprofits and community organizations an open forum to communicate opinions, programs, ideas, services and talents to 100,000+ households. This access center provides adult and youth citizens with equal opportunity to participate in affordable television/video production workshops, access to production facilities and equipment to produce over 85 hours of local programming a week for Comcast channel 24.

www.peopletv.org

www.GAGivesDay.org

www.facebook.com/PeopleTVAtlanta

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www.youtube.com/user/PeopleTV

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