



Mr. John Traversy  
Secretary General  
Canadian Radio-television and  
Telecommunications Commission  
Central Building  
Les Terrasses de la Caudiere  
1 Promenade du Portage, Room 206  
Gatineau, Quebec K1A 0N2

February 17, 2012

Dear Mr. Traversy:

The Kelowna Community Food Bank is pleased to provide a letter of support for Shaw Television Limited Partnership's (STLP) application 2011-1584-0 for a broadcasting license to operate a regional, English language specialty Category B service to be known as Global News Plus BC.

Over the years, Global BC/Okanagan has become an integral part of what we do. As a non profit organization, we rely heavily on community support via food and cash donations. As such, we find it necessary to get our message out to the public as often as possible. As the Associate Executive Director of the Kelowna Community Food Bank, I can attest that Global BC/Okanagan has performed a variety of segments to our complete satisfaction on several occasions. In fact, when we work with STLP, we know that their professional staff will tell our story in a stunning, visual and narrative manner that our viewers enjoy and pay attention to.

Global BC/Okanagan has also been a supporter of Food Banks in our area for over twenty years. They have raised over \$3 million dollars for Food Banks throughout the Okanagan Valley and over \$300,000 specifically for the Kelowna Community Food Bank. This is through their award-winning *Good News Bears* Program, which operates each Christmas.

Global BC/Okanagan provides exceptional quality, value and service, all while showcasing the diversity and uniqueness that each Okanagan community has to offer. They have been paramount to the success of our organization. By having a media outlet that is dedicated to quality local programs and news, we have been able to gain new supporters for the Kelowna Community Food Bank. We strongly believe that STLP's request and application would greatly benefit us as well as the Canadian broadcasting system as a whole.

We thank STLP for their continued hard work, high work ethic and courteousness; we have all come to appreciate their positive and refreshing approach to media.

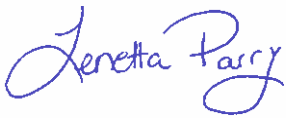
In light of these challenging economic times, we believe in Global BC/Okanagan's ongoing local commitment and that its request for license is in the best interest of our community and the people it serves.

We congratulate STLP and their staff in the vision to offer high quality service to the community, while highlighting the needs of the less fortunate. We fully support them in their application and wish them great success. We look forward to a continued partnership.

I do not want to appear at the public hearing.

A copy of this letter has been sent to the applicant.

Sincerely yours,



Ms. Lenetta Parry  
Associate Executive Director  
Kelowna Community Food Bank

c.c. Shaw Television Limited Partnership; CHBC, Kelowna