



Media Release

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New TELUS Fund to finance creation of digital and TV productions focused on promoting health and well-being

Vancouver, B.C. – TELUS is launching a new fund to help Canadian producers create innovative health and wellness content for multiple digital mediums and TV.

The TELUS Fund is an independently governed, not-for-profit corporation funded by TELUS and charged with encouraging the development and production of Canadian content showcasing social and technological innovation in the field of health and wellness. The fund plans to support 10 to 20 projects a year with up to \$250,000 per project.

“More than a decade ago, TELUS made a defining decision to apply our world-class innovation and technology to the challenges facing our healthcare system,” said Darren Entwistle, TELUS President and CEO. “Our innovative solutions are helping to deliver better health outcomes for less money spent while shifting our nation’s focus from the remediation to the prevention of disease. The TELUS Fund reflects another step in our continuing commitment to realize social and technological innovation in this critically important sector. We are proud that the incredible success of Optik TV is enabling us, through the creation of the TELUS Fund, to further contribute to the health and well-being of all Canadians.”

Through the fund, TELUS is committed to showcasing unique and innovative health and wellness content that provides Canadians valuable insight into their well-being, while also helping Canadian producers with important funding.

Nini Baird, chair of the TELUS Fund adds, “We look forward to being inspired by Canadian production companies whose quality programming could change lives and improve health outcomes for all Canadians through increased awareness. This is an exciting opportunity for Canadians to interact with health and wellness content supported by the TELUS Fund on their televisions, smartphones, tablets and laptops, at home and on the move.”

Apply to the TELUS Fund

Canadian production companies with a successful track record in delivering professional multi-platform projects that have sufficient financing and the necessary copyright permissions to create the content are eligible to apply to the fund.

The health and wellness content must have obtained a licence fee from a Canadian programming service, meet certification requirements of the Canadian Audio-Visual Certification Office and be produced for multiple platforms.

Applicants meeting the criteria can apply for development and production financing at the level they need to create outstanding content that can be delivered to multiple screens. Funding decisions will be at the sole discretion of the TELUS Fund Board of Directors, which is comprised of experts in the media and health and wellness fields.

Application Deadline

The first application deadline is **5 p.m. PST October 18, 2013**. To request an application form or for more information, email info@telusfund.ca or visit us online at www.telusfund.ca.

About TELUS

TELUS (TSX: T, NYSE: TU) is a leading national telecommunications company in Canada, with \$11 billion of annual revenue and 13.2 million customer connections, including 7.7 million wireless subscribers, 3.4 million wireline network access lines, 1.4 million Internet subscribers and 712,000 TELUS TV customers. Led since 2000 by President and CEO, Darren Entwistle, TELUS provides a wide range of communications products and services, including wireless, data, Internet protocol (IP), voice, television, entertainment and video.

In support of our philosophy to give where we live, TELUS, our team members and retirees have contributed more than \$300 million to charitable and not-for-profit organizations and volunteered 4.8 million hours of service to local communities since 2000. Fourteen TELUS Community Boards lead TELUS' local philanthropic initiatives. TELUS was honoured to be named the most outstanding philanthropic corporation globally for 2010 by the Association of Fundraising Professionals, becoming the first Canadian company to receive this prestigious international recognition.

For more information about TELUS, please visit telus.com.

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