



April 14, 2014

Media Release

TELUS Fund Seeks Multi-Platform Health & Wellness Content

Successful applicants will receive funding to bring content to life

Vancouver, B.C. – TELUS Fund is currently seeking submissions from Canadian producers to create innovative health and wellness content for multiple digital mediums and TV. The next submission deadline is April 28, 2014 at 5 p.m. PST. Within eight to 10 weeks of the submission deadline, five to 10 successful applicants will be awarded funding of up to \$250,000 each.

Content must entertain, engage and educate – be it a one-off documentary, comedy, reality show, magazine series, movie of the week or game show or one of many other concepts. Audiences must be able to access and interact with the content via multiple platforms (television, internet and mobile) and devices (TV, phone, tablet and computer). The digital media work submitted must extend and enhance the TV viewing experience and encompass innovative projects like story-driven videogames, webisodes, mobisodes and interactive web content.

“The TELUS Fund board strongly believes that engaging content created by Canadian producers can have a significant impact on the health and wellness of all Canadians through innovative and imaginative projects,” says TELUS Fund’s chair Nini Baird. “We are delighted to help bring these stories to life, and support local producers to bring more content, and particularly Canadian content, to Canadians.”

TELUS Fund’s first two projects, *Alive* and *MILK*, currently in production, each explore important health issues. Through a dramatic online series and interactive webisodes, *Alive* deals with the struggle of youth with schizophrenia. *MILK* uses a documentary, website and mobile app to help new mothers give their newborns a healthy start in life.

For more information and to apply to the TELUS Fund, visit www.telusfund.ca.

About the TELUS Fund

Launched in 2013, the TELUS Fund finances the creation of exceptional health and wellness TV programming and digital media that promote the health and well-being of Canadians. The incredible success of TELUS’ Optik TV enabled the creation of the TELUS Fund, an independently governed, not-for-profit corporation funded by TELUS.

About TELUS

TELUS (TSX: T, NYSE: TU) is Canada’s fastest-growing national telecommunications company, with \$11.4 billion of annual revenue and 13.3 million customer connections, including 7.8 million wireless subscribers, 3.3 million wireline network access lines, 1.4 million Internet subscribers and 815,000 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 \$350 million to charitable and not-for-profit organizations and volunteered 5.4 million hours of service to local communities since 2000. 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.

-30-

Media Inquiries

Chris Gerritsen

TELUS Media Relations

403-808-9591

Chris.Gerritsen@telus.com