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**A New CPTV Original Documentary on the Impact of Charitable Giving on Society
CPTV Premieres *The Power of Giving: Philanthropy* on
Thursday, December 17 at 8 p.m.**

(Rebroadcasts Air on Friday, December 18 at 10 p.m., Sunday, December 20 at 12:30 p.m. and Monday, December 21 at 11 p.m.)

HARTFORD, Conn. (November 13, 2009) – According to *The Chronicle of Philanthropy*, the financial crisis embroiling the United States has many charities worried about how to manage their finances, raise money and keep up with growing demand for services. The CPTV Original documentary *The Power of Giving: Philanthropy*, premiering on Thursday, December 17 at 8 p.m. (with rebroadcast airdates on Friday, December 18 at 10 p.m., Sunday, December 20 at 12:30 p.m. and Monday, December 21 at 11 p.m.), explores the impact that philanthropy and charitable initiatives have had on today’s culture and the role that personal generosity plays in meeting the needs of society.

The Power of Giving: Philanthropy looks at the history of giving, particularly in Connecticut, and examines the actions of men and women who devoted their lives and resources to those in need. Hull House founder and Nobel Prize winner Jane Addams, Good Will Club founder and suffragist Mary Hall, and Thomas H. Gallaudet, who founded the first North American school for the deaf right here in Connecticut, are among the historical figures discussed in the documentary, which was executive produced, directed and co-written by Jennifer Boyd and produced, co-written and edited by Cathy Jackman. Elizabeth Warren associate produced the project.

The Power of Giving: Philanthropy also focuses on modern-day humanitarian efforts, including those of the late actor and quiet philanthropist Paul Newman. Newman created a unique American business model where all net royalties and profits received are given to charity. To date, over \$280 million has been given to causes and organizations worldwide because of Newman and his famous “Newman’s Own” brand.

Finally, *The Power of Giving: Philanthropy* looks at trends in philanthropy today and how individuals and organizations are working to create change in their communities and across the state. Individuals such as Lillian Brown, who left her mark on the Waterbury arts community, and Emily Tow of the Tow Foundation—a Wilton-based family foundation dedicated to juvenile justice reform—are profiled.

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Also, questions like, “What kind of impact are these organizations having on the community?” and “Which societal issues should be supported through philanthropic foundations, and which should be provided by government services?” are explored.

The Power of Giving: Philanthropy seeks to break the misconception that philanthropists must be wealthy, and shows that everyone can find a way to give. With both state and national experts weighing in, this documentary gives an enlightening look at a practice that is needed now more than ever.

The Power of Giving: Philanthropy is presented as part of CPTV’s Power of Giving campaign, a year-long Connecting Our Communities initiative launched by the Connecticut Public Broadcasting Network (CPBN). The initiative is dedicated to promoting awareness of volunteerism, philanthropy and community service in Connecticut. The program’s founding partner is Newman’s Own Foundation, with additional support from the Knights of Columbus.

“Newman’s Own Foundation is proud to support the Power of Giving Campaign, which shines a spotlight on the important role of philanthropy in helping to make our world a better place,” said Robert Forrester, president and CEO of Newman’s Own Foundation.

“Although the word philanthropy is usually used today to describe something that rich people do with their money, its meaning actually comes from two Greek words that mean ‘loving people,’” said Carl Anderson, supreme knight of the Knights of Columbus. “At the Knights of Columbus, our charitable work is the most natural way of expressing our love for one another and especially for those in need. Helping to build a ‘Civilization of Love’ is central to our mission, and we are proud to be associated with CPTV’s effort to encourage everyone to recognize the way that we all benefit by giving of ourselves to help others.”

CPTV Production Credits

Executive Producer/Co-writer/Director: Jennifer Boyd, Executive Producer, CPTV

Producer/Co-writer/Editor: Cathy Jackman

Associate Producer: Elizabeth Warren

A CPTV Original, 2009

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About CPTV

CPTV is a media service of the Connecticut Public Broadcasting Network (CPBN, www.cpb.org). It is a locally and nationally recognized producer and presenter of quality public television programming, including UConn Women's Basketball, original documentaries and educational programming. CPTV has built a reputation as a leader in children's programming, including playing an historic role in bringing *Barney & Friends*TM, *Bob the Builder*TM and *Thomas & Friends*TM to public television. The station offers 11 hours of positive, nurturing children's programs each weekday, reaching 50,000 to 70,000 households daily. For more information, visit www.cptv.org. The Connecticut Public Broadcasting Network also includes WNPR, an affiliate of National Public Radio, Public Radio International and American Public Media. WNPR serves over 200,000 listeners in Connecticut, New York and Rhode Island with news and information. Its award-winning local programming includes *The Faith Middleton Show* and *Where We Live*. Overall, the network brings a broad spectrum of public affairs, entertainment, sports and educational programming to viewers, listeners and readers. For more information, visit www.cptv.org and/or www.wnpr.org.

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