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Urban Television Network Corporation's UATV to Promote the Walt Disney World(R) Resort 'Happiest Celebration On Earth' Event

FORT WORTH, Texas, May 25 /PRNewswire-FirstCall/ -- UATV, the television- programming arm of Urban Television Network Corporation, (BULLETIN BOARD: URBT) announced a national campaign to promote the "Happiest Celebration On Earth" at Walt Disney World Resort marking 50 years of Disney theme parks.

The promotion includes the airing of a :30 television spot across more than 70 affiliate stations with a reach surpassing 22 million homes throughout the country. The promotion will air daily now through June 2, 2005 directing viewers to uatvn.com for a chance to win a Walt Disney World vacation package.

"UATV is focused on providing our urban audience with positive family TV entertainment so we worked very hard to put together this promotional opportunity with Walt Disney World. We felt that Disney's appeal to a family audience would resonate with our viewers," said Sandra Pate, Executive Vice President Programming for UATV. "The urban market, African Americans and Hispanics love Disney."

The 18-month celebration at the Walt Disney World Resort officially kicked off May 5, 2005 with the biggest four-park premiere of blockbuster attractions and shows in Walt Disney World history including: "Cinderellabration," an enchanting musical spectacular debuting in the Magic Kingdom direct from Tokyo Disneyland, Soarin' a hang-gliding journey over the magnificent landscapes of California open at Epcot and imported from Disney's California Adventure in Anaheim and "Lights, Motors, Action! Extreme Stunt Show" a high-octane best of the movie industry's stunt masters at Disney-MGM Studios coming from Disney World Resort Paris.

UATV is also providing opportunities for its programmers and affiliates to participate with large Fortune 500 companies in promotions and other activities. This was evident as UATV's content providers "Fun!" and "Latin Eyes" visited Walt Disney World to tape footage for the production and nationwide airing of two shows featuring content about the new attractions as part of the official May 5, 2005 opening celebration.

"We are going to be a very focused company as we move forward with our new look and outlook ... focused on bringing value to our program suppliers, our affiliates and our Fortune 500 partners," said Jacob Miles, Chief Executive Officer for Urban Television Network Corporation.

About Urban Television Network Corporation

Fort Worth, Texas based Urban Television Network Corporation is a television network composed of broadcast television station affiliates across the country that air programming supplied by the network via satellite transmission. The network is the first and only minority certified network to specifically target America's urban market that is comprised of African Americans, English speaking Hispanic Americans and many other urban consumers.

The network has approximately 70 affiliates with a household coverage of approximately 22 million households. For additional information about Urban Television Network Corporation visit us on the Internet at <http://www.uatvn.com/> .

Walt Disney World Resort is a 47-square-mile, world-class entertainment and recreation center featuring four theme parks; two water parks; 32 resort hotels (22 owned and operated by Walt Disney World); 99 holes of golf on six courses; two full-service spas; Disney's Wedding Pavilion; Disney's Wide World of Sports Complex; and Downtown Disney, an entertainment-shopping-dining complex.

For Media and PR inquiries. Please contact: Teresa Lomas at 817-303-7449.

Source: Urban Television Network Corporation

CONTACT: Teresa Lomas of Urban Television Network Corporation,
+1-817-303-7449

Web site: <http://www.uatvn.com/>

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