



EYEWORCS CHOSEN TO PRODUCE NATIONAL CHARITY TV EVENT FOR HAITI FOR ALL CHANNELS

Dutch broadcasters Net 1, RTL4 and SBS6 will simultaneously air a live charity event this Thursday aimed at raising funds for the victims of the earthquake that struck Haiti last week.

Eyeworks is proud and honored to have been chosen to produce this special live event which aims to bring the nation together to provide support for the victims and aid organizations that are currently struggling in Haiti. During the day many Radio stations will also be involved to raise funds and bring attention to the event.

The broadcast will air from 20:30 and will feature the country's top musicians, the main presenters from each station involved, celebrities, politicians – including the Dutch Prime Minister Jan Peter Balkenende - and people from all layers of society joining in an appeal to the entire country to provide help. Eyeworks sincerely hopes to raise a significant sum for Haiti and to repeat the success of the "Nationale Actie Voor Azie", which Eyeworks produced to raise funds for the Tsunami victims five years ago, resulting in a record-breaking amount of donations.

About Eyeworks

Eyeworks was founded in The Netherlands in 2001 by Reinout Oerlemans. Eyeworks is a creative, independent and all round television production company that develops, produces and distributes television programs in different genres including sport, fiction and entertainment. Nowadays Eyeworks has a production presence in 15 countries on 4 different continents: The Netherlands, Belgium, Germany, Sweden, Denmark, the UK, Spain, Portugal, Italy, Argentina, Chile, Brazil, New Zealand, Australia and the US. Television formats of Eyeworks are broadcast in more than 50 countries worldwide. **Eyeworks Sport** produces major sport events for multiple broadcasters in the Netherlands, including the football matches for the Dutch Premier League and the National team. **Eyeworks Fiction** titles include the Oscar winning Antonia's Line and The Alzheimer Case. Recent feature films include productions such as Storm Force, The Letter for the King, A Woman goes to the Doctor, Dossier K, and The Happy Housewife (release spring 2010). Eyeworks' police series Cops is one of the best rated TV series, with over 100 episodes aired in the Benelux. **Eyeworks Distribution** is dedicated to the worldwide licensing of formats and finished programming from the combined catalogues of all Eyeworks affiliates as well as third party formats. Internationally successful formats include Test The Nation, The Chair, The 10, Miss Popularity, So You Wannabe A Popstar, CQC (Caiga Quien Caiga), Ticket to the Tribes, Who Wants to Marry my Son, Generation 10, Women on the Edge (Maitena), I Know What You Did Last Friday, The Italian Dream, Beat The Blondes and Heads or Tails.

Note to editor, for more information:



Xandra van der Meer
E: xandra@eyeworks.tv
T: 020 346 37 05
M: 06 200 19 319
www.eyeworks.tv