



NORTHERN LIGHTS DIRECT RESPONSE

PRESS RELEASE

FOR IMMEDIATE RELEASE

February 19, 2008

PLAN CANADA LAUNCHES NEW LONG-FORM DRTV CAMPAIGN

TORONTO: Plan Canada (founded in 1937 as Foster Parents Plan) is asking people to be a part of something extraordinary through *Heart of a Child*, the organization's new long-form direct response television (DRTV) campaign. Northern Lights Direct Response created the campaign, and will also handle the media buy.

The campaign is hosted by news personalities and Plan sponsors, Rod Black and Lisa LaFlamme, and includes special guest appearances by Karen Kain, Scott Bakula, David James Elliot, Erin Davis and Beau Bridges.

Primarily shot in the African countries of Benin and Uganda, the 60- and 30-minute DRTV programs include several stories of children who are caught in the crushing grip of poverty. It also includes powerful testimonials from Plan sponsors and donors who have recently made the journey to Plan-sponsored communities in Uganda where child sponsorship has had a profound impact.

Viewers are asked to sponsor a child by calling Plan's 1-800 number or visiting www.sponsorachild.ca.

"Our hope is that viewers will respond to these unfortunate situations by supporting our community development work to bring the dream of a better future to underprivileged children and their families," says Becky Crampton, Plan Canada's Director of Marketing.

The campaign rolls out this week.

Northern Lights Direct Response is a leading brand-based direct response agency in North America. We offer full turnkey strategy, media, creative and production services in the U.S. and Canada for Direct Response Television, Direct Response Radio and Direct Response Online campaigns. Clients include: **Manulife Financial, BMG Columbia House, Lavalife, Sports Illustrated, Bell, TD Bank Financial Group, DIRECTV, Scholastic and Yves Rocher.**

Plan, one of the world's largest child-centred international development organizations, works to improve the lives of children and their communities in more than 45 of the world's poorest countries and aims to assist people in breaking out of the cycle of poverty. It has no religious, political or governmental affiliation. For more information on **Plan Canada**, please visit plancanada.ca.

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