



REELZCHANNEL SET TO JOIN THOUSANDS OF DEDICATED TWILIGHT FANS FOR THE NEW MOON EXPERIENCE

Fan Party, Movie Giveaways and Charity Event All Part of New Moon Celebration for REELZCHANNEL

FOR IMMEDIATE RELEASE (November 10, 2009) – With millions of *Twilight* fans eagerly awaiting the theatrical release of *The Twilight Saga: New Moon*, REELZCHANNEL—TV About Movies® announced today its involvement with fan mega-event, The *New Moon* Experience in Salt Lake City, Utah. Alongside the Utah Food Bank, REELZCHANNEL is conducting a canned food drive where fans bring three non-perishable items and in return get a chance to win two tickets to the REELZCHANNEL *New Moon* party on the last night of the event.

The *New Moon* Experience is a two-day celebration of the *Twilight* saga featuring a live performance from the *Twilight*-inspired group, the Mitch Hansen Band, and a blood drive by The American Red Cross. Held at the South Towne Exposition Center in Sandy, Utah, The *New Moon* Experience runs November 19 and 20, 2009. The festival is the brainchild of Events by Alice and *TwilightMoms.com*, two *Twilight* fan groups who formed after reading the massively popular novels penned by Stephenie Meyer.

“REELZCHANNEL is both honored and thrilled to be involved with *Twilight* Moms, Events by Alice, and the Utah Food Bank for The *New Moon* Experience,” said Amy Tu, Vice President of Marketing at REELZCHANNEL. “With community support, live performances for fans, and screenings of the movie, this event embodies the spirit of *Twilight*.”

REELZCHANNEL will have a booth setup at the event, giving fans a chance to take home tons of great movie memorabilia along with an opportunity to give back to the community through the Utah Food Bank. People who donate to the food drive have a chance to get coveted movie-related items like “official *New Moon* posters. Since 1904, Utah Food Bank has been dedicated to building stronger communities by providing programs and services that address the immediate needs of low-income individuals and families.

Watch REELZCHANNEL in the Salt Lake City area on Comcast channel 500 and be sure to tune in on November 16 when *New Moon* Week programming begins.

About REELZCHANNEL

REELZCHANNEL - TV About Movies® features entertaining original programs that offer a fresh perspective on movies. REELZCHANNEL is carried via cable and satellite on DirecTV (channel 238) and DISH Network (channel 299) reaching more than 46 million homes nationwide. Local channel information is available on www.reelzchannel.com. Owned by Hubbard Media Group, REELZCHANNEL is headquartered in Albuquerque, N.M.

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