

For immediate release – June 25, 2009 – Please include in your listings/announcements

**On The 40th Anniversary Of “The First Man On The Moon”
THE DAY THE WHOLE WORLD WAS WATCHING TV: July 20, 1969**

Moses Znaimer To Reopen MZTV Museum Of Television: Monday, July 20, 2009

**Exhibit: *Watching TV: Historic Televisions and Memorabilia
from The Moses Znaimer Collection of the Cinémathèque québécoise***

On July 20, 1969, more than half a billion people worldwide watched television as astronaut Neil Armstrong took his first steps on the moon. It was the largest TV audience for a live broadcast up to that time. On Monday, July 20, 2009, exactly 40 years later, **Moses Znaimer** will inaugurate his extensively renovated **MZTV Museum of Television** at a new location, 550 Queen Street East, home to The New Classical 96.3 FM, the New AM 740, MZTV Production & Distribution, and ZOOMER Magazine. Once again, the public will have the chance to experience the world’s most comprehensive collection of historically significant television sets and memorabilia.

This exhibit also announces and celebrates Moses’ partnership with the **Cinémathèque québécoise** (CQ), a major cultural institution devoted to the moving image, located in his hometown of Montreal, to which Moses has donated his collection. **The CQ is the only Cinémathèque in Canada to have a triple mission of preserving, interpreting and showcasing Canadian and international films, television and new media works.** Moses’ relationship with the CQ began in 1997, when it mounted a retrospective of his TV career to that point. In 2003, Moses donated a first lot of 94 sets, which led to the bilingual exhibit *Do Not Adjust Your Set/N’ajustez pas votre appareil* currently on **permanent display** at the CQ. In 2007, Moses donated an additional 289 sets, which the CQ has loaned back to the MZTV Museum, to display and maintain in Toronto according to strict conservation guidelines.

In the 1970s, 80s, and 90s, long before Facebook, Twitter, YouTube, or MySpace became worldwide phenomena, Moses dramatically transformed the aesthetics and economics of television by anticipating the popularity of viewer-generated content. His groundbreaking concepts such as Speaker’s Corner, Videography (first-person, hand-held reporting), and the Streetfront/Studioless television operating system were at the core of the over 20 popular and independent Stations and Channels he co-founded, including Citytv, CablePulse24, Bravo!, Fashion Television, SPACE, SexTV, Book Television, and Canadian Learning Television; not to mention MuchMusic and MusiquePlus, which served to define a generation of Canadian youth in both official languages.

All the while, Moses quietly accumulated historic TV sets, amassing a collection worth many millions. It’s been called “The Church Of The Holy Receiver” (*Toronto Star*) and the “A Shrine To Must-see TVs” (*The Globe and Mail*). Since childhood – at 13, he bought his family’s first TV set with his Bar Mitzvah gift money – Moses has been intellectually dedicated to the medium of TV and captivated by the beauty of the receivers themselves. The museum is his tribute to the most fundamental technology of the 20th century, charting its history from the dawn of image transmission to the arrival of the transistor and the contemporary era.

Highlights include the adorable **Felix the Cat**, the first star of television; the legendary RCA “Phantom Teleceiver”, a translucent set that launched commercial TV at the 1939 New York World’s Fair; the first television set to receive a drama, **Ernst Alexanderson’s** 1928 GE “Octagon”; **John Logie Baird’s** original homemade scanning discs from the mid 1920s, together with his personal papers and plans relating to the possible launch of television in Canada; and **Marilyn Monroe’s** own portable TV

set presented in a living room tableau, featuring excerpts from her rare television appearances. All told, Moses' collection to date comprises some 10,000 objects – in addition to the sets, there are original papers & instruments, books, manuals, magazines, tapes, toys, parts, advertising, videos, and assorted ephemera.

Established in 1992, and curated from its inception by **Michael Adams**, The MZTV Museum of Television & Archive is Canada's first museum of broadcasting to chronicle the technological history of television and the *only* museum of the sets themselves. The Museum has hosted over 100,000 visitors at its previous Toronto site at the ChumCityStore at 277 Queen St. West (2002-2006); over 100,000 visitors in the former ChumCityBuilding at 299 Queen St. West (1992-2002) and over 1,000,000 visitors at traveling exhibitions presented at the Royal Ontario Museum/Toronto; Canadian Museum of Civilization/Ottawa-Hull; The Whyte Museum of the Canadian Rockies/Banff; and the Cinémathèque québécoise/Montreal.

TV remains more popular than ever! According to Neilson, an estimated one third of the world's population – a record-setting 2 billion – watched the opening ceremonies of the Beijing Olympics and 4.7 billion viewers – over 70% of the world's population – tuned in during the games. Similarly, a record 37.8 million television viewers across 17 broadcast and cable channels (not including the tens of millions who watched live video streaming online) tuned in to watch the inauguration of US President **Barack Obama**. With the advent of the internet, television is redefining itself and becoming more accessible (and watched) than ever before.

Beginning July 21, the public is invited to see where it all began at the MZTV Museum of Television. Guided tours are available Monday to Friday, 9am to 5pm, by advance reservation only. In addition to guided tours, visitors are invited to use the cutting-edge Interactive Gallery hosted by a Virtual Curator. These award-winning touch screen kiosks allow for an even more in-depth viewing of selected artifacts on display. A Media Room of books, magazines, images and videos is also accessible to researchers and students. Equally, these startling images, plus extensive histories of the medium, may be found online @ www.mzstv.com.

This exhibition is made possible thanks to the generous support and collaboration of the **Cinémathèque québécoise**, **CTVglobemedia** and **Panasonic**.

MZTV MUSEUM OF TELEVISION REOPENS 40 YEARS AFTER THE FIRST MAN ON THE MOON

ADVANCE MEDIA TOURS & INTERVIEWS

Monday, July 20, 2009 from 1pm – 5pm
550 Queen Street East, Suite #145, Toronto

MZTV MUSEUM OF TELEVISION OPEN TO THE PUBLIC: TUESDAY, JULY 21

Guided Tours Available By Advance Reservations Only
To Book Call: 416.599.7339 (Monday – Friday, 9am - 5pm)

Email: tours@mzstv.com

Virtual Tours: <http://www.mzstv.com>

To schedule your media tour/interview, or for more information please contact:

Leanne Wright, VP Communications

leanne@mzstv.com

BB: 416.886.6873

O: 416.367.5353 X 200