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**Media rallies to support Together TV**

*Creative sector joins together to inspire millions of*

*viewers to improve society through social action*

[Watch TV advert 20” >>](https://vimeo.com/345703916/4ea3d92688)

[Access Together TV imagery >>](https://togethertv.box.com/s/z65hio15o5oldu2cl5zaam60k289n9cd)

**Together TV**, the UK’s only broadcaster dedicated to social change – and the world’s only supporter-owned national TV channel - has assembled widespread support and advice from media industry partners to create and launch its new ‘Together For Good’ campaign.

Partners including BBC Creative, Viacom, Guardian Media Group and Goodstuff have developed the creation and production of the campaign, to help raise awareness of the socially conscious channel. Media inventory to support the campaign has been pledged across television channels, catch-up services, social media, digital outdoor, national newspaper and magazine groups, cinema and radio. Media partners supporting this campaign also include ITV, Channel 4, Sky, Discovery Inc, A+E Networks UK, TI-Media, Clear Channel, Ocean Outdoor, Pearl & Dean, The Telegraph and Facebook. Several community radio stations are also getting involved and supporting the campaign.

Together TV inspires social change through entertaining content – by showing real-life stories, activities and social issues that promote participation in national campaigns and causes. By encouraging people to get involved in causes and initiatives that offer relevant, practical and achievable things to do, the channel promotes healthier lifestyles, improved mental wellbeing and increased social connections amongst its viewers.

**‘Who said nothing good comes from watching telly?’**

The new ‘Together For Good’ campaign’s provocative approach highlighted in its brand copy-ads will resonate with people whilst the content-led artworks will inspire people to watch award-winning TV shows like Great British Garden Revival with Monty Don, Trashed with Oscar-winner Jeremy Irons, All Gardens Great and Small with Miranda Hart and Mandela, My Dad and Me with Idris Elba.

Along with this campaign Together TV is set to be available to even more TV viewers across the UK – on 22nd July Together TV will be on the more widely-available Freeview SD capacity, expanding its current coverage from 70% to 95% households. This is thanks to the support of Arqiva, who along with the long-running support from the other platform operators, Sky, Virgin and Freesat, enable this channel to broadcast.

Together TV currently reaches 10 million viewers a year across the UK through its TV channel and tens of millions globally through social media.

Together TV is on Freeview 89, Sky 194, Virgin 269 and Freesat 164, along with being streamed, on-demand on My5 and social videos on YouTube, Facebook, Instagram and DailyMotion.

**Alexander Kann, Chief Executive of Together said:** *“We are overwhelmed by how so many of the leading players in the media industry have joined forces to support our Together For Good campaign. It is truly incredible that the media industry has been the driving force in its creation, production and has so generously given us the spaces across all the different marketing channels. As a charitable channel for social good, it is humbling how lucky we are to have the support of such a fantastic bunch of partners. This support in turn enables us to drive more activation for the charities and causes we support on Together TV. The fact that the industry has come together to help make this happen is representative of our ethos that communities working together can make meaningful and positive change. We hope that the Together For Good campaign will spread this message as we reach more people than ever before.”*

**Justin Bairamian Interim Director, Brand Strategy – BBC said:** *“I am delighted that the Together For Good campaign will help Together TV reach more people across the UK and give them opportunities to turn on, tune in and do more. My colleagues at BBC Creative have really enjoyed this brief, grasping the social impact ethos of Together TV and using all their creative powers to develop a remarkable campaign. We have brought together a network of partners across the media industry, whom we don’t often get to work with, to help bring the campaign to life. It has been a unique and fantastic collaborative effort and I look forward to seeing Together For Good on television, digital, social media, print, outdoor and cinema screens over the summer.”*

**ENDS**

For further information, photos, videos or an interview with a spokesperson, please contact:

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**Notes to Editors**

**About Together TV**

Together TV is the UK’s only national TV channel that inspires people to do good in their lives and communities. Optimistic, encouraging and celebrating the quirks of British life, we motivate viewers to do more for themselves and those around them through smartly-entertaining series and motivating documentaries.

Available 24-hours-a-day, our programming is geared around wellbeing, creativity and heritage of British communities.

Together TV broadcasts 24-hours on Freeview 89, Sky 194, Virgin 269 and Freesat 164, and is available streamed and on-demand through [www.togethertv.com](http://www.togethertv.com), TVPlayer, DailyMotion, YouTube, Facebook and BT TV.

Together TV is owned by over two hundred individual shareholders with a wider group of early funders and donors.

[www.togethertv.com](http://www.togethertv.com)

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