

SUNDANCE CHANNEL AND CHRISTOPHER & DANA REEVE FOUNDATION PARTNER FOR LAUNCH OF DOCU-SERIES "PUSH GIRLS"

Components Include Fundraising Initiative, Co-hosted Event and Cross-Platform Promotion of "Push Girls"

"Push Girl" Star Angela Rockwood Celebrates Seven Years as an Ambassador to the Reeve Foundation

NEW YORK, NY – May 23 , 2012 – Sundance Channel and the Christopher & Dana Reeve Foundation have formed a partnership tied to Sundance Channel's new original docu-series "Push Girls" which premieres on June 4th at 10PM (ET/PT). The 14-part series traces the lives of four dynamic, outspoken and beautiful women living in Hollywood who, by accident or illness, are living with paralysis from the neck or the waist down. "Push Girls" featured star Angela Rockwood has been an Ambassador for the Christopher & Dana Reeve Foundation since 2005. The Reeve Foundation is dedicated to curing spinal cord injury by funding innovative research, and improving the quality of life for people living with paralysis through grants, information and advocacy. As part of the multi-pronged partnership, Sundance Channel and the Reeve Foundation have united on a fundraising initiative, a co-hosted event, and cross-platform promotion for "Push Girls."

"The Reeve Foundation has worked hard to achieve remarkable success in advancement towards improving the quality of life for those living with a spinal cord injury," said Sarah Barnett, Sundance Channel General Manager. "With their passion and dedication, they continue to pursue innovative research, improve the lives of those living with paralysis, and drive an international dialogue about this profoundly important issue. Sundance Channel is thrilled to partner with an organization that makes a huge impact on the world by taking action, empowering its community-- and just as our network tries to do -- illuminate a voice to an audience that otherwise might not have one."

"We consider the launch of 'Push Girls' a media milestone," said Peter T. Wilderotter, Reeve Foundation President & CEO. "Pop-culture rarely features members of the paralysis and disability community. It is so refreshing and inspiring to be represented on a network that will depict us accurately with respect and optimism."

Sundance Channel has expanded its association with leading digital media company Eventful to start a fundraising initiative for the Reeve Foundation. Eventful is currently hosting a contest on their "Demand It" platform where consumers can vote to have their city win a premiere screening of "Push Girls." An invitation to donate to the Reeve Foundation is included on all material and sites related to "Push Girls" on the Eventful Platform.

Additionally, Sundance Channel and the Reeve Foundation will be co-hosting a high profile event to celebrate the launch of "Push Girls" on June 4th in New York City. Alexandra Reeve Givens, Christopher Reeve's daughter, will attend the event and speak about work the Foundation. The event will also be co-hosted by Ashleigh Banfield, Juju Chang, Beth Ostrosky Stern, Lesley Stahl, and Elizabeth Vargas. Attendees include advocates, politicians, and media personalities.

The Reeve Foundation will share information about "Push Girls" with their followers on the company's website, newsletter and social media platforms. The TV series will also be highlighted on the Foundation's homepage (www.ChristopherReeve.org<<http://www.christopherreeve.org/>>.) The

Foundation has been a critical collaborator to Sundance Channel and has helped guide the network on accurate, factual information about people living with paralysis.

“Push Girls” premieres on Sundance Channel on Monday, June 4th at 10PM ET/PT.

About Sundance Channel

Sundance Channel is the destination for What’s Next, Now. Showcasing both today’s creative icons and the emerging talent of tomorrow, Sundance Channel tells credible, authentic, and emotionally immersive stories of Invention, Fashion, Film, Travel, Design, and Enterprise. Launched in 1996 and owned and operated by AMC Networks Inc., Sundance Channel provides perspectives dedicated to founder Robert Redford’s mission to celebrate creativity. [sundancechannel.com](http://www.sundancechannel.com) About the Reeve Foundation The Christopher & Dana Reeve Foundation is dedicated to curing spinal cord injury by funding innovative research, and improving the quality of life for people living with paralysis through grants, information and advocacy. For more information, please visit our website at www.ChristopherReeve.org<<http://mail.mww.com/exchange/JMorgan/Inbox/National%20Quality%20of%20Life%20Release.EML/National%20Quality%20of%20Life%20Release.doc/Local%20Settings/mgoldberg/Documents%20and%20Settings/mgoldberg/Local%20Settings/Temporary%20Internet%20Files/Documents%20and%20Settings/reh/Local%20Settings/Application%20Data/Microsoft/Word/www.ChristopherReeve.org>> or call 800-225-0292.