



Time Warner Cable and News 14 Carolina Launch “Holiday Hopes & Happenings” Giving Drive

Campaign to benefit families in need across the Carolinas

Charlotte, NC, November 15, 2011 – Time Warner Cable and News 14 Carolina today launched “Holiday Hopes & Happenings”, a month-long drive to help families in need this holiday season across North Carolina and South Carolina. During the drive, members of the community and Time Warner Cable employees will join together to make the holidays brighter for families in need.

The public can participate by dropping off a new, unwrapped toy at any Time Warner Cable customer care center, payment center or kiosk beginning Nov. 14. Find the nearest location by visiting <http://www.timewarnercable.com/east/about/paymentcenters.ashx>. Donations will be accepted through Dec. 14.

Along with generous contributions from the public, more than 6,400 Time Warner Cable employees across the Carolinas will participate in the “Holiday Hopes & Happenings” effort, purchasing toys and other items for families in need throughout Time Warner Cable’s Carolinas operating area.

The campaign will benefit families served by The Salvation Army, Big Brothers Big Sisters, Easter Seals UCP, Second Harvest Food Bank of Northwest North Carolina.

“We know the needs in our community are great and are especially felt during the holiday season,” said Darrel Hegar, regional vice president of operations, Time Warner Cable Carolinas. “Through the collective efforts of our employees, customers and the public, we want to make the holidays brighter for children and families in need across the region.”

“The Salvation Army’s commitment to serve every county throughout North and South Carolina is facing its most challenging holiday season ever,” stated Major James Seiler, General Secretary for The Salvation Army’s Carolina operations. “Thousands of needy families have turned to The Salvation Army to provide holiday cheer for their children and to meet basic needs. And our ability to meet needs is a direct reflection of community support and involvement.”

In addition to the gift drive, News 14 Carolina will be airing a special series of stories featuring local organizations making a difference during the holiday season. Organizations are also encouraged to post information about special holiday events that are open to the public at http://news14.com/content/holiday_hopes_and_happenings/submit_your_event/

About Time Warner Cable

Time Warner Cable's East Region provides technologically advanced video, Internet and telephone services to more than 5.9 million residential and business customers. Time Warner Cable's East Region serves more than 1,300 cities in nine states, including Alabama, Maine, Massachusetts, New Jersey, New Hampshire, New York, North Carolina, South Carolina and Virginia. The East Region has more than 17,000 employees focused on delivering the company's mission every day by connecting people and businesses with information, entertainment and each other.

Time Warner Cable is the second-largest cable operator in the U.S., with well-clustered systems located mainly in five geographic areas — New York State (including New York City), the Carolinas, Ohio, southern California (including Los Angeles) and Texas. Time Warner Cable serves more than 14 million customers who subscribe to one or more of its video, high-speed data and voice services. Time Warner Cable Business Class offers a suite of phone, Internet, Ethernet and cable television services to businesses of all sizes. Time Warner Cable Media, the advertising arm of Time Warner Cable, offers national, regional and local companies innovative advertising solutions that are targeted and affordable. More information about the services of Time Warner Cable is available at www.timewarnercable.com, www.twcbc.com and www.twcmedia.com.

About News14 Carolina

News 14 Carolina is a 24-hour state and local news and weather network only available to Time Warner Cable customers on channels 14, 114, 1114 and 1414. It's one of the most technologically advanced, digital newsrooms in the country. Utilizing Time Warner Cable's fiber optic network, News 14 Carolina provides four distinct news channels to various markets across North Carolina that can share news of statewide interest. With the largest team of meteorologists in the state, News 14 Carolina features local weather forecasts every ten minutes with Weather on the Ones. Time Warner Cable customers have relied on News 14 Carolina and Weather on the Ones for news and information anytime of the day or night. News 14 Carolina is your news now.

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