



## CORUS ENTERTAINMENT ANNOUNCES PARTNERSHIP WITH RBC AND HGTV CANADA'S BRYAN AND SARAH BAEUMLER

**RBC and the Baeumlers Bring Together Financial and Practical Expert Advice to Help Canadians Make Their Someday Happen**

***RBC Home Someday Contest* Launches on January 14 in Conjunction with the Season 2 Premiere of *Bryan Inc.* on HGTV Canada**

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### For Immediate Release

**TORONTO, January 12, 2018 –** Corus Entertainment announced today an extensive three-year partnership between Royal Bank of Canada and HGTV Canada's Bryan and Sarah Baeumler. The partnership aims to bring Canadians closer to their goals by sharing expert financial and practical advice on everything from budgeting for home renovations to tips on growing a business. The collaboration is the first of its kind for Corus Tempo, a subsidiary of Corus Entertainment, and was facilitated with the help of RBC media planning agency, Initiative.

"We are proud to create and support this landmark partnership between HGTV Canada's Bryan and Sarah Baeumler and RBC," said Lynn Chambers, Vice President, Corus Tempo. "This partnership reflects the power of Corus in bolstering unique opportunities for clients and fusing them with our influential roster of talent."

"We're thrilled to launch this partnership with the help of Corus Entertainment," said Alan Depencier, Chief Marketing Officer, RBC. "The Baeumlers are loyal clients of RBC and they share the same common values around providing expertise and advice to help make dreams come true and Somedays happen. It's a natural fit for us."

The multi-platform partnership launches **Sunday, January 14** with the ***RBC Home Someday Contest*** in tandem with the Season 2 premiere of ***Bryan Inc.*** at **10 p.m. ET/PT** on HGTV Canada. Canadians can enter the ***RBC Home Someday Contest*** by visiting [hgtv.ca/rbchome](http://hgtv.ca/rbchome) and sharing their home story – whether it be buying a first property, renovating an existing home, or paying off a mortgage. The grand prize winner will receive \$25,000 and a personal home consultation with Bryan and Sarah Baeumler. In addition to the grand prize, the contest will also award two secondary prizes of \$10,000. The contest is open until February 28 and the winners will be selected by RBC and the Baeumlers.

"Corus and RBC have always supported our family and the growth of our business," said Bryan Baeumler. "This organic partnership allows us to offer our expertise alongside RBC to help Canadians reach their goals."



Promotional elements of the partnership will be featured on multiple Corus networks including HGTV Canada, Global Television, DIY, and DejaView in broadcast and online. This spring [HGTV.ca](#) will host branded webisodes, while [HGTV Canada's Facebook page](#) will promote additional content with the Baeumlers.

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#### **About Corus Entertainment Inc.**

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that creates and delivers high quality brands and content across platforms for audiences around the world. The company's portfolio of multimedia offerings encompasses 45 specialty television services, 39 radio stations, 15 conventional television stations, a global content business, digital assets, live events, children's book publishing, animation software, technology and media services. Corus' roster of premium brands includes Global Television, W Network, OWN: Oprah Winfrey Network Canada, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic, Q107, CKNW, Fresh Radio, Disney Channel Canada, YTV and Nickelodeon Canada. Visit Corus at [www.corusent.com](#).

#### **About RBC**

Royal Bank of Canada is a global financial institution with a purpose-driven, principles-led approach to delivering leading performance. Our success comes from the 80,000 employees who bring our vision, values and strategy to life so we can help our clients thrive and communities prosper. As Canada's biggest bank, and one of the largest in the world based on market capitalization, we have a diversified business model with a focus on innovation and providing exceptional experiences to our 16 million clients in Canada, the U.S. and 35 other countries. For more information, please visit [rbc.com](#). We are proud to support a broad range of community initiatives through donations, community investments and employee volunteer activities. See how at [rbc.com/community-sustainability/](#).

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