



CORUS ENTERTAINMENT CEMENTS NEW AND RETURNING SPONSORS FOR THIRD SEASON OF HGTV CANADA'S ORIGINAL SERIES *HOME TO WIN*

Good Things Come in Threes for Returning Sponsors Leon's, Benjamin Moore, Tempur-Pedic®, and Hunter Douglas

Multi-Year Sponsors ADT and ROCKWOOL are Joined by Newcomers STIHL, Caesarstone, RINOX, and GENTEK

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For Immediate Release

TORONTO, February 1, 2018 – Corus Entertainment announces new and returning sponsors for a third season of the Canadian original series *Home To Win* (8x60). Currently nominated for a Canadian Screen Award and ranked as the #1 program on **HGTV Canada** across multiple key demos,* *Home To Win's* brand partners are set to provide viewers an immersive 360° experience through in-show integrations, on-air promotion, custom online content and unique partnerships with HGTV Canada talent.

Premiering on **Sunday, April 29 at 10 p.m. ET/PT** on HGTV Canada, with weekly repeat airings on **Global** starting **Saturday, May 5**, *Home To Win* features Canada's top renovation and design experts as they transform a shabby countryside property into a modern family home. This year, *Home To Win* will give first-time homebuyers the opportunity of a lifetime to apply to win their first home at HomeToWin.ca.

"*Home To Win* offers a diverse selection of brands the opportunity to be promoted in a unique and impactful way," said Lynn Chambers, Vice President, Corus Tempo. "These brands are organically integrated into the series story lines and supported through Corus' extensive broadcast and digital platforms as well as talent partnerships, ultimately developing authentic consumer intent and increased brand awareness."

This season, **Leon's** reaffirms their commitment to being part of the family as the official furnisher of *Home To Win*. Making a statement in each room, Leon's outfits the home with furniture and décor through multiple integrations including scenes at a Leon's showroom and a move-in challenge with cast. HGTV Canada designer [Tiffany Pratt](#) teams up with Leon's this year to create custom vignettes that will air in series and will be cross-promoted throughout Corus networks for the run of the show. Fans can learn more about the products integrated into the series through custom digital and editorial content at HomeToWin.ca.

Benjamin Moore continues to add colour to *Home To Win*, participating in the series for a third year. HGTV Canada stars will interact with the paint through in-show integrations and a dramatic challenge, while branded digital content will be available at HomeToWin.ca. The official paint provider also partners with HGTV Canada designer [Kortney Wilson](#) to create vibrant vignettes and co-branded DIY videos. Kortney will also find inspiration for the home's guest bedroom and bathroom during an in-show visit to a Benjamin Moore location. HGTV Canada's social platforms will publish co-branded posts on all platforms including a custom Pinterest board on [HGTV Canada's Pinterest](#) account.



The future homeowners can rest easy as **Tempur-Pedic®** returns as the official mattress provider of *Home To Win*. Featured in each of the home's bedrooms and during a showroom visit, Tempur-Pedic® also partners with HGTV Canada designer Tiffany Pratt to create custom vignettes that will air across Corus networks. Viewers will have the chance to win prize packs from Tempur-Pedic® through a sponsored contest during the run of series.

The homeowners comfort is further guaranteed as **ADT** protects the *Home To Win* property once again. *Entertainment Tonight Canada's* [Sangita Patel](#) demonstrates the home security and automation service through in-show integrations and custom vignettes. Additional returning partners include **Hunter Douglas**, which contributes for a third year to the overall décor of the home with window dressings; and **ROCKWOOL**, which ensures the home is properly insulated.

Home To Win welcomes four new sponsors this season including: **Caesarstone**, whose products act as the perfect accent with premium quartz countertops and tiles; **STIHL**, which provides all outdoor power equipment making construction and lawn care needs precise and accurate; **RINOX**, which adds texture and class to the exterior of the home as masonry and stone supplier; and **GENTEK**, which brightens the entire space as the windows and doors supplier.

Visitors to HomeToWin.ca can learn more about the products integrated throughout the series by exploring weekly photo galleries of each room and shopping guides with hotlinks to sponsors' websites.

Home To Win is produced by Architect Films in association with Corus Studios for HGTV Canada.

*Source: Numeris PPM Data, S1 (Apr18-Jun26/16)/S2 (Apr24-Jun 18/17) – confirmed data, Total Canada, CDN SPEC COM ENG/CDN DIG ENG, excludes sports, 3+ airings, based on A25-54, W25-54, A18-49, W18-49, Ind. 2+ AMA(000)

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#HomeToWin

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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 Channel, Q107, CKNW, Fresh Radio, Disney Channel Canada, YTV and Nickelodeon Canada. Visit Corus at www.corusent.com.

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