



ET CANADA HITS ALL THE RIGHT NOTES WITH CHEVROLET THIS SUMMER

Now in its Second Year, the Partnership Supports Boots & Hearts' Emerging Artist Showcase

Watch *ET Canada Presents Country Superstars Brought to you by Chevrolet* [Here](#)

Half-hour Special to air August 14 at 7:30 p.m. ET/7 p.m. PT on Global

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For Immediate Release

TORONTO, June 13, 2018 – Kicking summer into high gear, *ET Canada* hits the road with **Chevrolet** to cover one of Canada's premier country music events – **Boots & Hearts Emerging Artist Showcase**. Leading up to the Boots & Hearts Music Festival on August 9 to 12, the 10-week campaign supports Chevrolet's sponsorship of the event, where one lucky artist will win a trip to Nashville to record an original song with Warner Music Canada. Now underway, the multi-phased campaign includes two, 30-minute *ET Canada* specials airing on Global and CMT, broadcast and online elements, as well as promotional spots hosted by *ET Canada*, Global News and Corus Radio.

"Hold on to your hats because *ET Canada* knows country! From interviewing countless country music megastars to producing a number of country-music themed specials, the partnership with Chevrolet to support the Boots & Hearts Music Festival is a natural fit," said Sholeh Fabbri, Executive Producer, *ET Canada*. "Country music fans and viewers alike can rejoice knowing that we'll have their fill of coverage all summer long."

Driving the coverage of the Emerging Artist Showcase is special guest correspondent Paul McGuire, who alongside Cheryl Hickey co-hosts the *ET Canada Country Superstars* specials created especially for Chevrolet, in addition to hosting the talent showcase live on-location at the festival in August. From artist submission and festival lead up to announcing a winner and supporting each phase of the campaign, McGuire will appear in targeted TV spots, specifically airing on Global, CMT, History and Showcase, in addition to custom video content, display ads, social posts and Corus-owned radio spots.

"At Chevrolet we are inspired by the dreams of Canadians, and that's why we want to help emerging Canadian music artists turn their passion into profession," said James Hodge, National Marketing Communications Manager, Chevrolet Canada.

Engaging with *ET Canada's* robust online community, an *ET Canada* Facebook Live event is scheduled leading up to the festival and will feature a tease of each finalists' Emerging Artist Showcase submission performance. The second *ET Canada Country Superstars* special is set to air following the wrap of the festival and will feature interviews with country music heavy hitters, mainstage musical performances and highlights from the showcase, including an in-studio interview with the winner. The special will also air on CMT and be made available on etcanada.com following the broadcast. Fans can also catch the action live by following *ET Canada* and Global News on Instagram and Facebook for festival stories and interactive posts during the event.



All elements of the campaign were created in-house by *ET Canada*'s creative team and T71, and supported by Momentum Canada and Dentsu Aegis Network's content agency, The Story Lab.

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About Chevrolet Canada

Founded in 1911 in Detroit, Chevrolet is one of the world's largest car brands, doing business in more than 100 countries and selling more than 4.0 million cars and trucks a year. Chevrolet provides customers with fuel-efficient vehicles that feature engaging performance, design that makes the heart beat, passive and active safety features and easy-to-use technology, all at a value. More information on Chevrolet models can be found at www.chevrolet.ca, on Facebook at <http://www.facebook.com/chevroletcanada> or by following @ChevroletCanada on Twitter.

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