

APRIL FOODS DAY IS NO LAUGHING MATTER

Corus Radio & Global News Bring GTA Communities Together To Fight Against Hunger

For Immediate Release

TORONTO, March 29, 2017 - Global News, AM 640, Q107 and 102.1 the Edge are hosting *April Foods Day* on Saturday, April 1st in partnership with Longo Brothers Fruit Markets Inc. Corus ambassadors will be at three Longo's locations in the GTA from **noon to 4 p.m.** encouraging people to make non-perishable food donations in support of **Corus Feeds Kids** and the **Daily Bread Food Bank**.

"As a broadcaster with strong community ties, we have a responsibility to bring awareness to the issues affecting our audiences," said Troy Reeb, Senior Vice President of News, Radio and Station Operations. "We are proud to team up with the Daily Bread Food Bank and Longo's to take a day typically reserved for jokes and give back instead."

Derringer in the Morning with Jennifer Valentyne will broadcast a live special show from Longo's Leaside. John Derringer, Jennifer Valentyne, Ryan Parker & John Garbutt will be joined by Susan Hay, Anthony Farnell and Liem Vu of Global News. Longo's Leaside is at 93 Laird Drive, Toronto.

The fight against hunger continues throughout the city with AM 640's morning team, Supriya Dwivedi and Matt Gurney doing their part with Global News' Farah Nasser at Longo's Bathurst. Longo's Bathurst is at 9306 Bathurst Street, Maple.

At Longo's Burloak, 102.1 the Edge's Adam Ricard and Global News' Alan Carter are collecting donations, accompanied by a live broadcast. Longo's Burloak is at 3455 Wycroft Road, Oakville.

"Longo's is proud to partner with Corus on *April Foods Day* to help support food aid within our communities," said Rosanne Longo, Consumer Spokesperson & Chair, Longo's Family Charitable Foundation. "Food aid is certainly one of our charitable focus areas and to maximize the impact to those in need, Longo's will match the donations on *April Foods Day*, pound for pound."

According to a report conducted by the Daily Bread Food Bank, one in eight Toronto households experienced food insecurity in 2016. Visit your local Longo's location on Saturday afternoon to help fight hunger in the GTA and meet some of your favourite Corus personalities. Remember, *April Foods Day* is no joke.

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About Corus Feeds Kids

Corus Feeds Kids is Corus Entertainment's corporate philanthropic initiative. Launched in 2012, the national program is dedicated to nourishing the bodies and minds of Canadian children, supporting their healthy development and long-term success.

Global News is part of the Corus Entertainment Network.



About Corus Entertainment Inc.

Corus Entertainment Inc. (TSX: CJR.B), 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.

About Longo's

A family-owned organization, Longo's first opened its doors in Toronto in 1956 and now boasts 30 stores across the GTA including 5 small format "The Market" by Longo's. Grocery Gateway, the leader in online sales of home delivered groceries, is owned and operated by Longo Brothers Fruit Market Inc. since 2004. Inspired by their Founders and their commitment to a Fresh Tradition, the Longo's team hand selects fresh produce for its stores six days a week. Longo's food experts are dedicated to exceeding customer expectations by offering the best food experience and a great value to every customer, every time by providing Fresh & Unique Offerings, Everyday Foods & Groceries, Services for Ease, Education and Ideas.

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