



## PREMIUM BRANDS JOIN FORCES WITH *BIG BROTHER CANADA* FOR OUT-OF-THIS WORLD NEW SEASON

The Brick, Toyota, and Kraft Peanut Butter Sign On as Season Long Partners

OREO Cookies, ParticipACTION, and Paramount Pictures' *Baywatch* Movie  
Pump Up Season 5

#BBCAN5 Premieres Wednesday, March 15 at 9 p.m. ET/PT

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### For Immediate Release

**TORONTO, March 6, 2017 – *Big Brother Canada*** ups the ante once again with premium Canadian brands joining forces with Global's unstoppable reality hit. Principal sponsor The Brick returns for an unprecedented fifth season to outfit the #BBCAN5 house, Toyota revs their engines for houseguest shenanigans as a new prize provider, and Kraft Peanut Butter sweetens the deal with a stocked pantry all season long.

"*Big Brother Canada* offers an opportunity that big brands don't want to miss, delivering them an unparalleled way to reach and engage audiences three times a week," said Barb McKergow, VP of Client Marketing. "This year, we're thrilled to partner with several fantastic sponsors for what's sure to be a must-see season."

### THE BRICK

Topping themselves season after season, this year The Brick once again furnishes the *Big Brother Canada* house in superior style. Fans can check out the otherworldly new digs by tuning into [ET Canada](#) on Monday, March 13 at 9 p.m. ET/PT for the very first look at latest *Big Brother Canada* house. The exclusive furniture provider is also rewarding the grand prize winner with a whopping \$30,000 gift card to The Brick, and once again wowing four lucky fans with the *Big Brother Canada* Ultimate Fan Experience – a 24 hour stay in the #BBCAN5 house where they will live just like the houseguests do, slop and all! The Brick will also be presenting the previously announced [After the Eviction Live](#), a weekly Facebook Live chat featuring an extended evicted houseguest interview hosted by Arisa Cox.

### TOYOTA

Toyota puts this year's *Big Brother Canada* Season 5 winner in the seat of the car that houseguests have been waiting for – the new 2017 Toyota '86! But cruising around in style isn't the only thing Toyota is bringing to the house this year. They'll also be testing the houseguests with two nail-biting tasks and a challenge that's bound to fuel some competition.

### KRAFT PEANUT BUTTER

Snacking has never been so easy in the *Big Brother Canada* house, thanks to new season long partner Kraft Peanut Butter. Houseguests looking to become challenge winners now have a secret weapon, Kraft Peanut Butter's delicious peanut butter snack bites – a bite-size treat that packs a powerful punch, with a great source of energy to keep the houseguests going through the most grueling of obstacles.

Additional sponsors **OREO Cookies**, **ParticipACTION**, and Paramount Pictures' **Baywatch** movie also join this season of *Big Brother Canada* for action-packed challenges and must-see moments.

Airing exclusively on Global, *Big Brother Canada* plucks a group of hand-picked strangers from their homes, sequesters them from the outside world, and places them inside a house outfitted wall-to-wall with cameras and microphones that capture their every move. The houseguests compete for a grand prize of \$100,000, a \$30,000 home furnishing makeover from The Brick, and a new 2017 Toyota '86 sports car.

*Big Brother Canada* continues to offer unparalleled digital extensions that augment the social dynamics and real-time momentum of the 24/7 television production. #BBCAN5 extends from series to site at [BigBrotherCanada.ca](http://BigBrotherCanada.ca) with exclusive content, full episodes, 24-hour live feeds, and a host of surprises and opportunities that allow fans to directly impact the show.

***Big Brother Canada*** premieres Wednesday, March 15 at 9 p.m. ET/PT and continues to air Wednesdays at 9 p.m. ET/PT, Thursdays at 8 p.m. ET/PT, and Mondays at 9 p.m. ET/PT on Global. Viewers who miss the premiere can catch up on *Big Brother Canada* following the broadcast the next day on [GlobalTV.com](http://GlobalTV.com) and [Global Go](http://GlobalGo). And for even more behind the scenes action, fans can watch the live feeds on [BigBrotherCanada.ca](http://BigBrotherCanada.ca).

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#### **SOCIAL MEDIA LINKS:**

#BBCAN5

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**Global Television is a Corus Entertainment Network.**

#### **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](http://www.corusent.com).

**About Insight Production Company, Ltd.**

Insight Productions, known for its award-winning ratings juggernauts, is Canada's most established content producer. Headed by John Brunton & Barbara Bowlby, Insight is an industry leader in the development, financing, and production of hit programming, both scripted and unscripted. *Big Brother Canada* (2016's most watched Canadian show on Corus), *The Amazing Race Canada* (the most watched Canadian show on record), *The Tragically Hip: A National Celebration*; *The JUNO Awards 2016*, *Canada's Walk of Fame 2015*, and *How To Change The World* were collectively nominated for 29 Canadian Screen Awards in 2017, more than any other prodco. Other productions include *Intervention*, *Top Chef Canada*, *Ready Or Not*, *Falcon Beach*, *The Truth About Alex*, and *Canadian Idol*. Most recently, Insight produced *The Tragically Hip: A National Celebration*, a live concert special watched by one in three Canadians. Insight Productions was founded in 1979 and has since created thousands of hours of groundbreaking content.

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