



GLOBAL ANNOUNCES NEW AND RETURNING SPONSORS FOR A HEAVENLY SEASON OF *BIG BROTHER CANADA*

The Brick Reaffirms its Commitment as a Season-Long Partner

Additional New Sponsors Include Air Transat, Wendy's, Hasbro, SkipTheDishes, Shaw Communications, as well as Warner Bros. Pictures and Metro-Goldwyn-Mayer Pictures' *Tomb Raider* Movie

#BBCAN6 Premieres Wednesday, March 7 at 7 p.m. ET/PT

For additional photography and press kit material visit: <http://www.corusent.com>
Follow us on Twitter at [@GlobalTV_PR](https://twitter.com/GlobalTV_PR)

To share this release socially: <http://bit.ly/2otxl4e>

For Immediate Release

TORONTO, February 27, 2018 – Amplifying the highly anticipated premiere of *Big Brother Canada*, Global announced today new and ongoing partnerships, organic integrations, and prizing for Season 6. Returning once again this season to revamp the house and reward houseguests is The Brick, along with new sponsors Air Transat, Wendy's, Hasbro, SkipTheDishes, Shaw Communications, as well as Warner Bros. Pictures and Metro-Goldwyn-Mayer Pictures' *Tomb Raider* movie. Houseguests will battle until the end in hopes of taking home this season's grand prize of \$100,000, a European dream vacation for two courtesy of Air Transat, and a \$30,000 home furnishing makeover from The Brick.

"Heading into season 6, we made a commitment to work with our new and returning partners to deliver more organic and elevated integrations in and out of *Big Brother Canada*," said Lynn Chambers, VP, Corus Tempo. "With the unique format of the series, these brands will directly impact the in-show experience for the houseguests, from challenges and tasks to rewards and prizing, while also reaching the series' extensive fan base in broadcast and across digital platforms."

In addition to supplying a \$30,000 grand prize gift card to the winner, principal sponsor **The Brick** returns for a sixth year as the exclusive #BBCAN home furnishing provider. This season, houseguests will live in paradise as The Brick furnishes themed rooms throughout the house, allowing them to strategize in comfort once again. For a first look at the house, fans can tune in to *ET Canada* on Monday, March 5 at 7:30 p.m. ET for a grand tour hosted by #BBCAN's Arisa Cox.

Then, vacation awaits for the Season 6 winner as new grand prize provider **Air Transat** is offering the experience of a lifetime with a European dream vacation for two. In addition, houseguests can expect to be whisked away in a challenge that will knock them off their feet and force them to up their game.

Also this season, the victorious Head of Household (HOH) will have their hunger satisfied with weekly rewards from new sponsor **Wendy's**[®], serving up a wide selection of delicious meals in the new "Drive Thru" pantry, including their fresh never frozen hamburgers and freshly prepared salads. Wendy's[®] continues to bring the heat all season long with a spicy new challenge and a juicy task that are sure to work up the houseguests' appetites.

Hasbro Gaming is getting the party started in the *Big Brother Canada* house by providing houseguests with unique games that will put their strategy, tricks, and stunts to the test. Every week, the HOH will be awarded with a personalized basket, including one game from the Hasbro House Party umbrella. From Hasbro's exciting

portfolio of games, fans can pick which game the houseguests will play by voting at BigBrotherCanada.ca, and then tune in to find out if their game choice made it into the house.

BBCAN also has food cravings covered this season with new partner **SkipTheDishes** serving up rewarding moments and a tasty challenge. Plus, viewers at home can play to win voucher codes for SkipTheDishes meals of their own by checking out the 'Dish of the Week' featuring weekly word scrambles across Global's social platforms. With a wide selection of restaurants available at the swipe of a finger, both the houseguests and viewers can satisfy their taste buds this season.

Also joining the roster of partners is **Shaw Communications**, whose WideOpen Internet 150 plans provide fast, affordable speeds, and unlimited data. Each week, Shaw will reward all weekly HOH winners by helping deliver a video from home to connect them with their loved ones. Shaw is also coming on board as the presenting sponsor of **After the Eviction**, an exclusive weekly series hosted by Arisa Cox available across all social platforms. Following Wednesday night's Power of Veto episodes, fans can submit all their burning questions on the *Big Brother Canada* [Facebook page](#) and catch the answers on *After the Eviction* on **Fridays at 10 a.m. ET** as part of the evicted houseguests' extended interviews. In addition, Shaw will be sponsoring an exciting veto challenge for the houseguests this season – tune in to find out more.

As part of their in-house experience this season, houseguests will be put to the ultimate test during the first sponsored POV challenge of the season provided by **Warner Bros. Pictures and Metro-Goldwyn-Mayer Pictures**' highly anticipated **Tomb Raider** movie. In addition to conquering the challenge, the winner will receive a \$5,000 cash prize and a private advance screening of the movie before it premieres in theatres on March 16.

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. Each week the houseguests battle in a series of challenges that give them power or punishment, voting each other out until the fate of the final two is decided by a jury of fellow houseguests. This season, the winner of *Big Brother Canada* will take home a grand prize of \$100,000, a European dream vacation for two courtesy of Air Transat, and a \$30,000 home furnishing makeover from The Brick.

Big Brother Canada continues to offer unparalleled digital extensions that augment the social dynamics and real-time momentum of the 24/7 television production. #BBCAN6 extends from series to site at 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 7 at 7 p.m. ET/PT, and continues to air Wednesdays at 7 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 Demand, and on GlobalTV.com and [Global GO](#) (now available on Apple TV). For even more behind-the-scenes action, fans can watch the live feeds on BigBrotherCanada.ca.

– 30 –

SOCIAL MEDIA LINKS:

#BBCAN6

Twitter:

[@BigBrotherCA](#)

[@GlobalTV](#)

[@GlobalTV_PR](#)

[@CorusPR](#)

Facebook:

www.facebook.com/BigBrotherCA

www.facebook.com/GlobalTV

Instagram:

[@BigBrotherCA](https://www.instagram.com/BigBrotherCA)

[@globaltv](https://www.instagram.com/globaltv)

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.

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, as well as digital content. Erin Brock serves as showrunner on *Big Brother Canada* – the most watched reality program across specialty channels in Canada. *Big Brother Canada*, *The Amazing Race Canada*, *The JUNO Awards 2017*, *Top Chef Canada*, *Canada Day 150! From Coast to Coast to Coast*, and *Canada's New Year's Eve - Countdown to 2017* were collectively nominated for 24 Canadian Screen Awards in 2018. Other productions include *The Launch*, *Intervention*, *Ready Or Not*, *Falcon Beach*, *Hatching*, *Matching & Dispatching*, *A Fury Christmas*, and *Canadian Idol*. In 2017, 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.

For media inquiries, contact:

Rachelle Marion
Global Television
416.860.4227
rachelle.marion@corusent.com

Alina Duviner
Unit Publicist, *Big Brother Canada*
416.574.1098
alina.duviner@gmail.com