



BAKE IT POSSIBLE! FOOD NETWORK CANADA WHIPS UP FIRST-EVER INTEGRATED BROADCAST SPECIAL WITH GENERAL MILLS CANADA

Bake it Possible Premieres September 23 at 8 p.m. ET/PT on Food Network Canada

Winner Takes Home \$10,000 Grand Prize Courtesy of Pillsbury and Betty Crocker Canada

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For Immediate Release

TORONTO, September 22, 2017 – Today, **Corus Entertainment's Food Network Canada** announced its partnership with **General Mills Canada** on the first-ever, fully-integrated special for Pillsbury and Betty Crocker's online baking contest, ***Bake it Possible***. Hosted by [Brad Smith](#) (*Chopped Canada*), 10 finalists will face off in a baking competition utilizing Pillsbury and Betty Crocker products and their recipes will be judged by an esteemed culinary panel including, [Lynn Crawford](#) (*Chopped Canada*) and [Mijune Pak](#) (*Top Chef Canada*) along with the Vice President of Marketing for Pillsbury and Betty Crocker Canada, Alexander Benedet. *Bake it Possible* premieres on Food Network Canada **Saturday, September 23 at 8 p.m. ET/PT** with a General Mills Canada sponsored marathon of *Halloween Baking Championship* preceding the premiere. The one-hour special will repeat on Cooking Channel Canada September 30 at 8 p.m. ET/PT and on Global October 7 at Noon ET/1p.m. PT.

"We are thrilled to develop this groundbreaking model and partner with General Mills Canada to further heighten the awareness for Pillsbury and Betty Crocker products in new and innovative ways," said Lynn Chambers, Vice President, Corus Tempo. "The debut of this fully-integrated broadcast special showcases the power of Corus in delivering high-quality production and exciting food-driven content, while reaching a wide and relevant consumer base extensively through multiple Corus networks."

The television special, *Bake it Possible*, is the culmination of Pillsbury and Betty Crocker's epic online baking contest of the same name. Ten bakers from across Canada have been chosen from hundreds of hopefuls who submitted tasty, creative recipes inspired by General Mills Canada's signature products. Each competitor brings something unique to the kitchen, including Calgary's Jillian Nowak, who used Pillsbury pizza dough for her savoury Spiced Lamb Pita; Toronto's Sabrina Stavenjord, who substituted Pillsbury's cinnamon rolls for the crust in her Apple Rose Maple Tart; and Lauran Andersen of Peterborough, who used Betty Crocker's cream cheese frosting for the filling in her Cinnamon Bun Maple Bacon Tiramisu. The 10 culinary talents will face off in the *Bake it Possible* kitchen at the state-of-the-art facility at Centennial College in Toronto. Ultimately, one finalist will be crowned the winner and earn a cash prize of \$10,000. *Bake it Possible* is produced by eOne in association with Corus Studios for Food Network Canada.

“We were so impressed by the calibre of recipes we received from people across Canada for this first-ever, online competition,” said Alexander Benedet, Vice President of Marketing for Pillsbury and Betty Crocker Canada. “The *Bake it Possible* recipes really show the versatility of our products and the amazing creativity of our Pillsbury and Betty Crocker fans. We hope people will tune into the special to cheer on their favorite finalist and be inspired by the delicious preparations they create.”

Contest entries were accepted October 7, 2016 through January 5, 2017. From those entries, 50 semi-finalists were selected, their recipes were reviewed and the top 10 finalists were identified.

The top 10 finalists are:

- Luran Andersen, Peterborough, ON
- Anita Archibald, Aurora, ON
- Molly Bonko, Edmonton, Alta.
- Sayaka Imamura, Toronto, ON
- Elme Jordaan, Toronto, ON
- Helene Mallette, Saint-Jean-sur-Richelieu, Que.
- Jillian Nowak, Calgary, Alta.
- Aleshia Pinto, Toronto, ON
- Sabrina Stavenjord, Toronto, ON
- Wallace Wong, Mississauga, ON

More information about the contest, biographies of the finalists and their recipes can be found on FoodNetwork.ca/BakeltPossible and BakeltPossible.ca.

Food Network Canada is available on a National Free Preview for the month of September 2017. Please check [local listings](#) for additional details.

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Food Network Canada 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 General Mills Canada

Established in 1954, General Mills Canada is based in Mississauga, Ontario. The company is dedicated to serving the world by making food people love. Its most popular products include Cheerios, Nature Valley snacks, Yoplait® and Liberté dairy products, Old El Paso Mexican products, Pillsbury and Betty Crocker baking products. General Mills is a proud and long-time supporter of the Canadian Olympic team, Hockey Canada, Concerned Children’s Advertisers and United Way.

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