



THE STAKES HAVE NEVER BEEN HIGHER AS HISTORY ANNOUNCES START OF PRODUCTION ON NEW ORIGINAL DOCU-SERIES *BUD DYNASTY*

***Bud Dynasty* Chronicles Canada's History-Making Cannabis Movement, Exploring
the Big Businesses and Bold Players Behind the Lucrative Industry**

**Produced by Screen Siren Pictures Inc. and Henry Less (HL) Ontario Inc. in
Association with HISTORY, Production Now Underway in British Columbia**

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For Immediate Release

TORONTO, April 20, 2017 – Green is the new gold. HISTORY, the #1 Specialty Entertainment Network*, announced today the start of production on the new Canadian original docu-series, ***Bud Dynasty*** (7x30). With filming underway today at the 4/20 event in Vancouver celebrating cannabis culture, the series follows intrepid entrepreneurs as they navigate Canada's thriving and controversial marijuana industry at a time when the dubious plant is emerging from the shadows of prohibition and into the grow lights of legalization. *Bud Dynasty* is produced by Screen Siren Pictures Inc. and Henry Less (HL) Ontario Inc. in association with HISTORY. Broadcast details will be announced at a later date.

"*Bud Dynasty* is an original, history-in-the-making series and we are keen to bring viewers a distinctly Canadian perspective on the big business and bold players behind this topical movement," said Lisa Godfrey, VP Original Content, Corus Entertainment. "Following hit, factual formats like HISTORY's *Yukon Gold* and *Ice Road Truckers*, *Bud Dynasty* sets out to document the people and places at the helm of Canada's thriving marijuana industry."

With the recent news of the federal government's bill to legalize marijuana by July 2018, Canada may be the first industrialized nation to end pot prohibition. Canadians are experiencing a historic shift in the perspective on the product, and the potential impact of legalization is being deliberated across the country. In B.C. specifically, the marijuana industry is worth an estimated \$2-7 billion annually, and produces 40% of all Canadian cannabis, making it some of the most valuable cash in the province.

Bud Dynasty chronicles this burgeoning green rush by following Canada's most charismatic and uncompromising marijuana trailblazers who risk it all and bravely face serious obstacles in this uncharted territory. Pot pioneer Bob Kay is a burly biker and father of four who dreams of franchising on a massive scale, but also recognizes the volatility of the business. As Bob seeks out investment opportunities, he turns to Joe Le, a young entrepreneur and dispensary owner from Vancouver. Joe is making his mark on the cannabis industry and is intrigued by the possibilities of partnering with Bob and capitalizing on his grow license – which happens to be one of the largest in Canada.

However, the competition is fierce as franchise operators, large-scale growers, licensed producers, publicly traded companies, and other dispensaries each battle for a slice of the market and control over supply, distribution, and retail sales – all while facing local officials threatening to shut down all retail sales until regulations are in place. *Bud Dynasty* provides an all-access look into the frontier of the legalized pot business, its big players, the obstacles they face, and the epic journey of building a groundbreaking industry from the leaf up.

**Source: Numeris PPM Data. SP17 STD (Jan 2/17-Apr 9/17) – confirmed data. Total Canada/AMA(000). Based on Ind.2+ and A25-54.*

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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, Q107, CKNW, Fresh Radio, Disney Channel Canada, YTV and Nickelodeon Canada. Visit Corus at www.corusent.com.

About Screen Siren Pictures Inc.

Established in 1997, Screen Siren Pictures is a leading independent film, television and digital media production company based in Vancouver, BC. Screen Siren creates innovative, award-winning feature films, documentaries and television. With a focus on international co-productions and partnerships, Screen Siren brings creative energy and established local and international industry relationships to all projects. President and founder Trish Dolman has been working in film and television for more than twenty years as an award-winning producer and a documentary director. In April of 2009 she joined forces with feature film veteran Christine Haebler as a producing partner. Known for excellence in production quality and fiscal management, Screen Siren has more than twenty productions to its credit and has produced for leading broadcasters around the world with completed titles premiering and winning awards at the major film festivals. Notable titles include *Hector and the Search for Happiness* starring Simon Pegg, Rosamund Pike, Toni Collette, Jean Reno and Christopher Plummer, as well as upcoming projects *Canada In A Day*, a Canada 150 event documentary for Bell Media/CTV, *The New Corporation*, a sequel to the highest-grossing Canadian documentary of all time, and the feature film adaptation Richard Wagamese's award-winning novel *Indian Horse*.

About Henry Less (HL) Ontario Inc.

Together with partner, Sissy Federer-Less, Henry launched Henry Less Productions, with "Made to Order", a documentary series set behind the scenes of a posh restaurant. Shot on HD, the series airs in over 120 countries and has been nominated for 5 Geminis, garnering Best Director and Best Photography Geminis for Henry, who co-created the series and was Executive Producer and DOP, as well as Directing most of the 39 episodes. Since then Henry has Produced over 100 hours of smart television including 22 episodes of "11 Cameras", a Gemini-winning prime time dramatic series for CBC, which Henry Produced and Photographed and was Director on 4 episodes; "Plucked", a documentary series he created for CMT; "The Wilkinsons", two seasons of a hybrid comedy which garnered 5 Gemini nominations and won 2, including Best Comedy Performance; "Full Ride" an ESPN series highlighting young football greats heading for the NFL; and "Crystal", a young singer's relentless journey through the ruthless music industry. Henry also rebranded "French Food at Home", a lifestyle food series produced by Ocean Entertainment and is currently shooting and directing the 3rd season, shot in Paris and Halifax.

As Director/Cameraman and Series Visual Consultant, Henry has branded several television series, creating a unique look and feel for each. He directed and photographed the pilot episodes of "Exhibit A – The Secrets of Forensic Science" for Discovery, TLC and CTV; "72 Hours – True Crime" for CBC; and Sacred Balance, a 4-part miniseries with David Suzuki, for PBS and CBC. Henry has photographed many opening title sequences including "Regenesis" and "Murdoch Mysteries" for Shaftesbury Films. As Director of Photography, Henry lensed "Ginger Snaps – The Sequel", a theatrical feature; and the Shaftesbury Films production of "Scar Tissue", the first CBC movie shot on HD using 3 cameras.

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