



## CORUS ENTERTAINMENT ANNOUNCES ADULT SWIM LAUNCH SPONSORS

Burger King and Pokerstars.net Dive into Sponsorship Deals for the First Ever 24-Hour Adult Swim Channel Launching in Canada on April 1

For photography and press kit materials visit: <https://www.corusent.com/brands>

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### For Immediate Release

**TORONTO, March 27, 2019** – Corus Entertainment announces **Burger King** and **Pokerstars.net** as official sponsors for the highly anticipated launch of **Adult Swim** in Canada. Led by Horizon Media for Burger King and Cossette Media for Pokerstars.net, the involvement of each partnership includes optimized brand amplification through robust on-air sponsorship packages and customized promotional creative that leverages each brand with a series of promos, sponsored bumps, billboards, and more. Adult Swim launches in Canada on April 1 with a packed lineup of fan favourite animation and live action series including *Joe Pera Talks With You*, *Harvey Birdman*, *The Eric Andre Show*, *Robot Chicken*, *Rick and Morty*, *Mr. Pickles*, *Check It Out with Dr. Steve Brule*, and *Your Pretty Face is Going to Hell*.

“Adult Swim’s reputation for fostering genuine connections with its audience makes it the ultimate platform for creating incredible sponsorship opportunities,” said Lynn Chambers, Vice President, Corus Tempo. “Burger King and Pokerstars.net drive consumer conversations with their playful and humorous marketing tactics, and their ability to thoughtfully connect with audiences – an approach that fits perfectly with Adult Swim’s unique voice.”

Burger King, the original home of the Whopper®, and Pokerstars.net, one of the largest free-play sites in the world, will each have a series of on-air pre-promos leading up to April 1. Both brands will also have a series of original on-air bumps. Similar to Adult Swim’s signature bumps shown in-between shows, the sponsored bumps will feature text-based messages that play off the tone of the channel’s voice, seamlessly integrating Burger King and Pokerstars.net into the immersive environment Adult Swim is known for. Both brands will also sponsor select Adult Swim programs through billboards once the channel launches. In addition, Pokerstars.net ups the ante with brand logo integration in Adult Swim programming as well a custom spot welcoming the channel to Canada.

From original animated comedies to live action programming, Adult Swim engages audiences with a bold voice (like no other) and offers an immersive experience that places fans at the centre, bringing together comedy, gaming, music and live events. Adult Swim in Canada will mirror the programming and brand voice of the acclaimed channel in the U.S., delivering audiences new series day and date with the U.S. year-round.

Adult Swim will be available for a two-month free preview from April 1 to May 31, 2019. Viewers will also be able to watch full episodes On Demand free until January 2020.

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### SOCIAL MEDIA LINKS:

Twitter: [@adultswim](https://twitter.com/adultswim)

Facebook: [@adultswim](https://facebook.com/adultswim)

Instagram: [@adultswim](https://instagram.com/adultswim)



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

**About Adult Swim (U.S.)**

Adult Swim (AdultSwim.com), launched in 2001, is a WarnerMedia network offering original and acquired animated and live-action series for young adults. Airing nightly from 8 p.m. to 6 a.m. (ET/PT), Adult Swim in the U.S. is basic cable's #1 network with persons 18-34 and 18-49, and is seen in 94 million U.S. homes.

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