



UNITED, NOW MORE THAN EVER, WITH #CANADATOGETHER

Corus launches #CanadaTogether, an Initiative to Unite Canadians During this Time of Need by Delivering Information and Education, Plus Entertaining and Inspiring Content

Program Kicks Off with Special Rendition of “O Canada” and a Call for Canadians to Thank Front Line Workers Every Sunday with the National Anthem

Shaw Joins #CanadaTogether, Providing Free Remote Learning to Support Canadians While at Home through its #ShawHelps initiative

Global News Broadcasts Weekly Specials as Part of #CanadaTogether on Sunday Nights, Beginning April 12

ET Canada Rolls out Special #CanadaTogether Concert Series with Details to be Announced



For additional media material please visit the [Corus Media Centre](#)

To share this release socially use: bit.ly/2K2LjKd

For Immediate Release

TORONTO, April 9, 2020 – We may be apart, but we’re in this together. Corus announced today the launch of [#CanadaTogether](#), a national initiative to help inspire, educate and engage Canadians as we band together during this unprecedented time. In addition to providing a trusted source of information and tools, #CanadaTogether shines a light on the incredible contributions and acts of kindness that

businesses and individuals are making in the face of this pandemic, as Canadians demonstrate their remarkable ability to come together through this crisis.

The initiative, launched today, begins with [broadcast](#) and [social](#) spots featuring a chorus of Canadian voices coming together to thank frontline workers, first responders, health care workers, grocery providers, transit and sanitation workers, and all those who can't "work from home" in some way. This campaign is the brainchild of marketing legend Geoffrey Roche and his business partner Jack Harding, who together with Chris Van Dyke and Ted Rosnick, wanted to find a way to thank frontline workers for their contributions. So they asked Canadians to sing the national anthem together, starting Sunday April 12 and every Sunday thereafter – with Corus as a partner to amplify their message across its on-air, radio, digital and social channels. Joining everyday Canadians and lending their voices to this week's special rendition of "O Canada" are Corus personalities including Scott McGillivray, the Scott Brothers, Tiara Skovbye, Noah Cappe, John Catucci, and notable Canadians such as Olympian Hayley Wickenheiser, and more.

Corus invites all Canadians to join the celebration and sing "O Canada" together **every Sunday at noon** to express their gratitude and say thank you to frontline workers.

Anchoring the program is the new website [canadatogether.com](#), providing Canadians with a variety of tools, information, resources, and entertainment to support them in the coming weeks. Leveraging the best of Corus' News, Radio, Entertainment & Lifestyle brands, vetted information and tools from public health, government and partner sites, as well as beloved Canadian personalities, #CanadaTogether will continually roll out new content to best serve Canadians across the country. The site was built in partnership with Corus by one of the leading digital business transformation firms **Publicis Sapient**.

Canadians are invited to visit [canadatogether.com](#) to:

LEARN TOGETHER – educational resources for kids and parents

PLAN TOGETHER – tools and information to manage your money during this challenging time

PLAY TOGETHER – ideas and tools for fun activities, and videos chock-full of entertainment

HOME TOGETHER – inspiration, ideas and tools to make staying home that much better

CELEBRATE TOGETHER – feel good stories spotlighting remarkable Canadians

STAND TOGETHER – information and resources about the virus and how to flatten the curve

Joining Corus as the launch partner for #CanadaTogether is **Shaw Communications**, powering the *Learn Together* pillar as part of their #ShawHelps initiative, which includes giving families free access to comprehensive and immersive digital educational programming for children and youth as school closures move students to virtual learning modules due to the threat posed by COVID-19.

"Canadians are united now, more than ever, as we face extraordinary times and the need to keep each other safe and healthy. Thanking frontline workers through the unifying power of our national anthem is an impactful way to show our gratitude and to bring the country together every week," said Doug Murphy, President and Chief Executive Officer, Corus Entertainment. "With our extensive megaphone across broadcast, TV, radio, digital and social, Corus is honoured to partner with Shaw Communications to provide trusted sources of news and information, as well as some much needed positivity, as we shine a spotlight on the incredible initiatives from coast to coast as we make our way through this difficult time *together*."

"In the face of the COVID-19 pandemic, Canadians everywhere are showing their resilience and kindness while proving that even in the toughest of times, we can and will always support and come through for each other," said Paul McAleese, incoming President, Shaw Communications. "More than ever, we are all looking for new ways to feel connected. #CanadaTogether gives us a platform where we can express our

appreciation for people on the frontline who are working tirelessly to keep us all safe and feel more connected to each other as we get through these times together.”

In addition, Global News increases its coverage of COVID-19 on multiple platforms and across multiple markets with additional network programming. While continuing to provide Canadians with the trusted COVID-19 information they need during this crisis through the *Stand Together* pillar, delivering robust informational resources available through canadatogogether.com, Global News is also launching *Coronavirus: The New Reality* – weekly broadcast special presentations airing Sunday nights at 7 pm ET/PT, beginning on April 12. In the specials, Global News journalists break down the latest information on COVID-19 from the past week to allow families a real and open understanding of the future, and perspective on what it means to live in Canada in 2020.

As part of #CanadaTogether, **ET Canada** will also be broadcasting a lineup of performance-based specials, engaging with viewers and encouraging Canadians to show their support during this crisis. Featuring exclusive content and special appearances, full broadcast details and lineup will be announced in the coming weeks.

- 30 -

SOCIAL MEDIA LINKS:

#CanadaTogether

Follow the #CanadaTogether initiative on: [Facebook](#) or [Twitter](#)

Follow Corus PR on Twitter: [@CorusPR](#)

About Corus Entertainment Inc.

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that develops and delivers high quality brands and content across platforms for audiences around the world. Engaging audiences since 1999, the company’s portfolio of multimedia offerings encompass 34 specialty television services, 39 radio stations, 15 conventional television stations, a suite of digital assets, animation software, technology and media services. Corus is an established creator of globally distributed content through Nelvana animation studio, Corus Studios, and children’s book publishing house Kids Can Press. The company also owns innovative full-service social digital agency so.da, and lifestyle entertainment company Kin Canada. Corus’ roster of premium brands includes Global Television, W Network, HGTV Canada, Food Network Canada, HISTORY®, Showcase, Adult Swim, National Geographic, Disney Channel Canada, YTV and Nickelodeon Canada, Global News, Globalnews.ca, Q107, Country 105, and CFOX. Visit Corus at www.corusent.com.

For more information, please contact:

Ashley Applebaum, Publicity Director
Corus Entertainment
416.860.4217
ashley.applebaum@corusent.com

Michelle McTeague, Senior Publicity Manager
Corus Entertainment
416.966.7724
michelle.mcteague@corusent.com