



JOHN FRIEDA®  
LONDON PARIS NEW YORK

## ET CANADA AND JOHN FRIEDA® BRAND ANNOUNCE YEAR TWO OF PARTNERSHIP

*ET Canada's Cheryl Hickey Named National Brand Ambassador*

Partnership Focuses on Empowering Women and Features a Nationwide Style Transformation Contest

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### For Immediate Release

**TORONTO, February 26, 2019** – *ET Canada* announced today the details of its renewed partnership with Kao Canada Inc.'s haircare brand, John Frieda®. As the brands enter a second year of collaboration in empowering women, *ET Canada* Host Cheryl Hickey is proudly unveiled as the national brand ambassador for the John Frieda brand. The campaign, which is now underway, features a national contest, in-store campaign promotion, and a variety of custom content pieces to be used on air and online.

"I am so proud to be working with the John Frieda team to deliver my best beauty practices to audiences while empowering women across the country," said Cheryl Hickey, Host, *ET Canada*. "I've personally used this brand for over a decade and I can't wait to show women how to make simple style transformations with quality, affordable products."

As brand ambassador, Cheryl Hickey will star in four *ET Canada*-produced style videos, showcasing John Frieda products and how she uses them. The campaign will also be promoted at Shoppers Drug Mart, as the exclusive retailer partner, both in stories nationally and online at [shoppersdrugmart.ca](http://shoppersdrugmart.ca).

"Cheryl's light-hearted and approachable personality ties perfectly to our campaign as she takes consumers through her own personal journey to solve demanding hair issues. Her confident style and self-proclaimed, lifelong passion for hair makes her an amazing addition to our campaign," said Lori Bianchi, Senior Brand Manager, Kao Canada for the John Frieda brand. "We are thrilled to welcome you to the John Frieda team, Cheryl!"

The campaign also features an extensive consumer contest prompting Canadian women to share their demanding hair issues in hopes of being one of eight winners selected to be flown to Toronto for an exclusive style transformation. The contest is open to all Canadians beginning March 18, at which point contest entry and details will be available at [etcanada.com](http://etcanada.com). *ET Canada* will produce eight content segments featuring demanding hair problems and John Frieda-approved solutions, in addition to eight digital journey videos showcasing the contest winners and their transformative experiences. Watch Cheryl's first YouTube video showing her secrets to creating the perfect "Braided Part" at [youtube.com/etcanada](http://youtube.com/etcanada).

*ET Canada LIVE* airs weekdays at 12:30 p.m. ET on [Facebook](https://www.facebook.com/ETCanada). *ET Canada* airs weeknights at 7:30 p.m. ET/PT on Global. For up-to-the-moment entertainment news, celebrity interviews and more, visit [etcanada.com](http://etcanada.com) and *ET Canada's* [Facebook Page](https://www.facebook.com/ETCanada).

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