

FOOD NETWORK CANADA CELEBRITY PASTRY CHEF ANNA OLSON JOINS KIN COMMUNITY

Olson's Popular *Oh Yum* YouTube Channel Now Part of the Media Company's Fold

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For Immediate Release

TORONTO, ON June 28, 2017 – Corus Entertainment and Kin Community announced today that Food Network Canada's internationally acclaimed celebrity pastry chef [Anna Olson](#) has joined Kin Community Canada. Kin Community Canada will manage and help bring brand content opportunities to Olson's [Oh Yum](#) YouTube channel.

Chef Anna Olson has amassed a significant fan base through her hit TV shows and cookbooks. Her popularity has spilled over to her YouTube Channel *Oh Yum*, which has over 178,000 subscribers and 11 million video views. Kin will leverage its marketing, promotional and data expertise to drive greater engagement and growth on the *Oh Yum* channel.

"Anna Olson is a celebrated chef and valued member of the Food Network Canada family. She has experienced great success on television and more recently online, which makes her partnership with Kin so timely," said John MacDonald, Senior Vice President, Women and Lifestyle Content, Corus Entertainment. "Through this new partnership, we see great opportunity to continue to drive Anna's appeal in both the linear and digital space."

The addition of *Oh Yum* to the Kin Community Canada fold comes just as the fourth season of the hit show [Bake with Anna Olson](#) hits Food Network Canada this fall. *Oh Yum* features the best of Olson's recipes reimagined for YouTube. It provides fans with even greater access to her and her recipes. *Oh Yum* is produced in partnership with Peace Point Entertainment Group and Boat Rocker Studios.

"Anna is a dynamic chef and personality, who fits perfectly into Kin's community of creators focused on all things home," said Rick Matthews, Kin's Vice President, International. "Our brand partners now have the opportunity to work with Anna across multiple platforms – broadcast, [foodnetwork.ca](#) and YouTube – to maximize their impact and reach."

Olson joins Kin's existing family of highly-engaging creators including: Rachel Cooper ([RachhLoves](#)), Yolanda Gampp ([How to Cake It](#)) and Lauren Toyota ([Hot for Food](#)), amongst others.

To celebrate the launch of the partnership, Olson and fellow Kin Community creator Beth Le Manach, who's popular channel [Entertaining with Beth](#) has garnered over 26 million lifetime views, collaborated on a series where they both share simple, delicious dessert recipes for [Canada Day](#) and the 4th of July. The series launched on June 23 in advance of the holidays.

Information on Food Network Canada's *Bake with Anna Olson*:

A new season of *Bake with Anna Olson* is slated to premiere this fall on Food Network Canada. As always, this new season will showcase Olson's baking mastery. Whether it's meringues, mousses or muffins, each episode takes viewers on a delicious learning curve starting with the baking basics all the way up to master-class level recipes. This series is produced by Peace Point Entertainment Group in association with Food Network Canada.

About Kin Community

Kin is a digital media and entertainment company that inspires women to discover and create the life they want. Kin Studios produces world-class original and branded video content in lifestyle categories that include food, home and DIY. Kin Community is a network of more than 130 of the world's best lifestyle content creators across social platforms. Learn more at [kincommunity.com](#).

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 Peace Point Entertainment Group

Peace Point Entertainment is one of Canada's leading media companies, producing hundreds of hours of award-winning, engaging multiplatform content for major broadcasters in Canada, The United States and Asia and is licensed in over 200 countries around the world. The company's US content development and production company **Peace Point Entertainment USA** is represented by ICM. Visit Peace Point at www.peacepoint.tv

About Boat Rocker

Boat Rocker Rights is a division of Boat Rocker Media. Boat Rocker Rights manages the distribution, sales and acquisition of multiplatform content around the world, including new series, *Xploration Station*, *Heavy Lifting*, *Lost & Found Music Studios*, and *Bake with Anna Olson*. Boat Rocker Media also houses the well-known and widely successful Temple Street, the leading international production studio based in Canada and producers of the award-winning, critically acclaimed *Orphan Black*.

Boat Rocker Digital specializes in designing and building original digital-first global media properties, including apps, console and mobile games, software and interactive, virtual reality and video content.

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