



CORUS ENTERTAINMENT BUILDS A SOLID FOUNDATION OF SPONSORS FOR SECOND SEASON OF INTERACTIVE MULTIPLATFORM ORIGINAL SERIES, *HOME TO WIN*

Leon's Returns as Official Furnisher

Benjamin Moore is Back as Official Paint Sponsor

Returning Feature Sponsor Samsung Canada Joins ADT Canada and Trex to Ensure the Dream Home is Connected, Protected, and Decked Out

Hunter Douglas, Tempur-Pedic, and Gorilla Glue Return as Product Sponsors, joined by Discount Car and Truck Rentals and Product Supplier North Star Windows and Doors

For full details about the consumer experience, please click [here](#)

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For Immediate Release

TORONTO, March 2, 2017 – Corus Entertainment announced today the fully-integrated brand partnerships participating in the second season of the hit **HGTV Canada** original series ***Home to Win***. Premiering **April 30 at 10 p.m. ET/PT** on HGTV Canada, *Home to Win* follows 30 HGTV Canada stars as they transform an average house into a dream waterfront property for one lucky Canadian. Winner of the 2016 Digi Award for Best Interactive Content – Non-Fiction for its digital strategy and nominated for a 2017 Canadian Screen Award for Best Cross-Platform Project, *Home to Win* once again offers an immersive viewer experience with a 360 degree approach to sponsorship. Brand partners will be featured through in-show integrations, on-air promotion, and custom online content. Also announced today, the robust microsite HomeToWin.ca is now accepting applications from Canadians who want to compete for a chance to win the series' finished dream home.

“The inaugural season of *Home to Win* was a massive success that brought together sponsors, viewers, and HGTV Canada talent in a one-of-a-kind experience,” said Barb McKergow, Vice President, Client Marketing, Corus Entertainment. “*Home to Win* elevates sponsors’ brands and consumer intent to purchase through engaging integrations and leveraging talent to engage audiences in an organic, accessible way.”

Ranked as the #1 specialty competition series (A25-54) in its first season*, *Home to Win* brings together 30 of the best-known celebrity builders, designers and real estate experts from HGTV Canada to pool their extraordinary expertise, creativity and reno know-how to design and renovate a home that three Canadian families will compete to win. Returning stars include [Mike Holmes](#), [Bryan Baeumler](#), [Scott McGillivray](#), and [Sarah Richardson](#) among others. A few of the additional cast joining the series this season include household names: [Jonathan](#) and [Drew Scott](#), [Dave](#) and [Kortney Wilson](#), and [Jillian Harris](#) and [Todd Talbot](#). Over the course of the eight-week broadcast, areas of the home are revealed on-air with [HomeToWin.ca](#) offering a detailed virtual tour.

Returning as *Home to Win*’s Official Furnisher, Leon’s provides high quality furniture and accessories, while Leon’s partner Samsung connects the entire home with appliances, consumer electronics, and mobile devices. The *Home to Win* broadcast features online and in-store shopping scenes from Leon’s, plus product integrations and custom webisodes, blog posts, and a Facebook Live co-hosted by HGTV designer [Sabrina Smelko](#) and Leon’s Designer Autumn Hachey. Smelko will also be featured in Leon’s recently launched *Hello Sunshine* magazine alongside the show’s revealed living room. Meanwhile, Leon’s partner Tempur-Pedic® teams up with [Mia Parres](#) to create a custom webisode with tips on how to sleep better. As the season finale nears, Leon’s and Samsung will create a consumer experience in three of their flagship stores, leveraging Samsung Gear VR technology to give customers a chance to see rooms inside the home.

“*Home to Win* has played an integral role in Leon’s transformation to have a more aspirational yet affordable positioning,” said Mike Walsh, President at Leon’s. “Having HGTV Canada’s top designers use Leon’s furniture in *Home to Win* has helped us build a deeper connection with our customers and show the range of beautiful styles that we have. Association with *Home to Win* has helped change our brand perception in the market.”

As the house is revealed week-by-week, [HomeToWin.ca](#) visitors can explore rooms through photo galleries and a virtual tour featuring hotlinks directing fans to sponsors’ websites to learn more about the products integrated into the series. Canadians will also have the chance to win dream prize packs from Leon’s, Benjamin Moore, Tempur-Pedic®, and Samsung, who are sponsoring ‘Contests of the Week’ during the run of the series.

Home to Win’s Official Paint sponsor, Benjamin Moore, brings the whole home together with various paint lines integrated throughout the series. Branded vignettes starring HGTV Canada host Sarah Richardson are featured in-episode and across Corus properties during the season’s run.

The series also welcomes four new sponsors: Discount Car and Truck Rentals, who supply transportation and deliver the home’s former bathroom fixtures to Habitat For Humanity; ADT Canada, who offer premiere home security and automation services; Trex®, who supply high-performance, low-maintenance wood-alternative composite materials for the home’s deck and dock; and Product Supplier North Star Windows and Doors, who provide the home’s exterior finishes. Returning as Product Sponsors are: Gorilla Glue, who contribute various adhesives and tapes so the building team can tackle the toughest jobs with confidence; and Hunter Douglas, who outfits the home with interactive blinds that can be controlled via smart phone or tablet as demonstrated in the series. Benjamin Moore, Leon’s, Samsung, and ADT will create additional webisode content featuring *Home to Win* stars.

Full details about the consumer experience on-air and online can be found [here](#).

** Source: Numeris PPM Data (Apr18 – Jun26/16) – confirmed data, 3+ airings, CDN SPEC ENG, A25-54, F25-54, A18-49, F18-49, AMA(000), Total Canada, excluding sports*

SOCIAL MEDIA LINKS:

Twitter: [@hgtvcanada](#) #HomeToWin

Facebook: facebook.com/hgtv.ca

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HGTV Canada is a Corus Entertainment Network

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.

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