



KIN GROWS INTO NEW VERTICALS, ADDS 14 CONTENT CREATORS TO ROSTER

Corus Entertainment's Creator Media Studio Continues To Expand Its Offering In Categories Including Home & DIY, Entrepreneurship And More



Kin Creators Letitia Kiu, Danie Berger, Andy Dang, and Lyn Allure

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For Immediate Release

TORONTO, February 18, 2021 – Award-winning creator media studio **Kin Community Canada** continues to expand its roster of premier content creators, increasing opportunities for advertisers and further establishing the company's position as a leader in influencer marketing and media strategy. As one of the original content creator studios with over ten years of expertise, Kin works closely with new creators to help them grow their brand and presence in the industry. The company then leverages the power of its creators to inspire and engage audiences across Canada with custom, entertaining and meaningful content that spans a variety of topics, including fashion, health & wellness, travel, entrepreneurship, food, and more.

"Kin has delivered incredible growth and increased demand this past year, both due to the ability of our creators to continue shooting in their home studios during the pandemic, but primarily due to the measurable impact and results our creators are providing for advertisers," said Dervla Kelly, SVP, Marketing & so.da. "Creators are now a proven media channel and a standard part of most campaign briefs. Our expanded roster of up and coming and industry-leading content creators enables us to work with brands to tell diverse stories while connecting with more audiences in relatable and authentic ways."

Creator marketing continues to be a key driver for brand engagement, with the industry expected to grow to \$15 billion dollars by 2022 ([Business Insider](#)). 63% of marketers intend to increase their budget for influencer marketing over the next year ([The Influencer Marketing Hub](#)). Having bolstered its roster by 51% during this time, Kin is well positioned to connect advertisers across all verticals with relevant, brand safe creators. Plus, as the media landscape continues to evolve, Kin maximizes reach with a social-first approach while working with Corus to efficiently produce multiple assets with creators, and then amplify across Corus owned TV, digital, radio and events.

New additions to Kin can be found below.

MUSIC & ENTERTAINMENT

- [Deborah Cox](#) @DeborahCoxVEVO

ENTREPRENEURSHIP

- [Lyn Allure](#) @lyn.allure

HOME & DIY

- [Letitia Kiu](#) @LetitiaKiu
- [Dalia](#) @DIYDalia
- [Danie Berger](#) @diydanie
- [Jaclyn Harper](#) @jaclynhdesigns

FASHION & BEAUTY

- [Steven Branco](#) @mr.stevenbranco
- [Andy Dang](#) @certified
- [Justin Hartman](#) @Jhartmanmedia

FOOD

- [Emma Choo](#) @VancouverFoodie
- [Weekend At The Cottage](#) @weekendatthecottage
- [Lisa Kitahara](#) @okonomikitchen

PARENTING

- [Andrew Taylor](#) @justdadblogger
- [Natalie Preddie](#) @_nattyp

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About Kin Community

Kin Community Canada are experts in influencer marketing and social media strategy and represent many of Canada's top lifestyle creators including The Domestic Geek (2.2+ million), hot for food (926.4K), Alexandra Gater (477.3K) and DIY Mommy (843.98K). Working in conjunction with Corus, Kin uses data and trends to help brands develop cohesive campaigns that leverage their network creator's highly-engaged audiences as well as tapping into a broad base of Kin vetted creators. Kin was acquired by Corus Entertainment in Spring of 2019. For more information please reach out to Kin Partner Enquiries (KINPartnerInquiries@corusent.com).

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 33 specialty television services, 39 radio stations, 15 conventional television stations, a suite of digital and streaming assets, animation software, technology and media services. Corus is an internationally-renowned content creator and distributor through Nelvana, a world class animation studio expert in all formats and Corus Studios, a globally recognized producer of hit scripted and unscripted content. The company also owns innovative full-service social digital agency so.da, lifestyle entertainment company Kin Canada, leading 2D animation software supplier Toon Boom and children's book publishing house, Kids Can Press. 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, Global News, Globalnews.ca, Q107, Country 105, and CFOX, along with broadly distributed Canadian streaming platforms STACKTV, Nick+, the Global TV App and Curiouscast. For more information visit www.corusent.com.

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