



## SPONSORS FIND THE PERFECT MATCH IN NEW SEASON OF W NETWORK'S *THE BACHELOR CANADA*

### Sunwing, Two Oceans Wines, and Michael Hill Return as Sponsors of *The Bachelor Canada* and *The Bachelor Canada After Show*

#BachelorCA Premieres This Fall on W Network

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#### For Immediate Release

**TORONTO, September 5, 2017 – Corus Entertainment** rekindles its romance with brand partners this fall announcing **Sunwing**, **Two Oceans Wines**, and **Michael Hill Jeweller** as returning sponsors to **W Network's *The Bachelor Canada*** franchise following a successful season of integrations on *The Bachelorette Canada*. As Canada's most eligible bachelor [Chris Leroux](#) searches for love, his epic journey will be complemented by brand-driven integrations throughout *The Bachelor Canada* and *The Bachelor Canada After Show*.

"The success of *The Bachelorette Canada* last fall proved the power of brand integration opportunities to our partners within this much-loved franchise, leading them to come back wanting more," said Lynn Chambers, Vice President of Corus Tempo. "*The Bachelor Canada* provides unmatched opportunities for our partners to seamlessly weave their brands into the storyline in authentic ways that resonate with the series' committed fan base."

*The Bachelor Canada* experience isn't complete without a tropical backdrop. Returning as the exclusive travel sponsor, **Sunwing** will whisk the Bachelor and his bachelorettes away to three of the series' top-secret destinations. In each location, they will enjoy romantic and adventurous dream dates curated by Sunwing Experiences. As a broadcast and digital sponsor of *The Bachelor Canada* and *The Bachelor Canada After Show*, Sunwing will make these dream getaways a reality for fans across Canada by offering two chances to win *Bachelor Canada*-inspired vacations to the final two destinations featured this season. Promoted during *The Bachelor Canada* and *The Bachelor Canada After Show*, Canadians will be driven to [WNetwork.com](#) to enter for their chance to win. Full details for the contests will be announced at a later time. Exclusive behind-the-scenes footage from the dates in the tropical destinations, as well as video Q&A from some of the exiting bachelorettes will be sponsored by Sunwing and published on W Network's social media channels throughout the season.

**Two Oceans Wines** toasts their return as broadcast sponsor and exclusive wine of *The Bachelor Canada* and *The Bachelor Canada After Show*. From crisp whites for group dates to smooth reds for intimate one-on-ones, Two Oceans Wines pairs perfectly with every scenario. The returning sponsor kicked off the conversation earlier this year when they sponsored the first interview with Chris Leroux on [ET Canada](#) in June.

Adding some sparkle to the romance is **Michael Hill**, returning as the broadcast and digital sponsor of *The Bachelor Canada*. During one of the season's fairytale destinations, the returning sponsor will provide one lucky bachelorette with a stunning array of diamond, gold and precious stone jewels for an epically romantic one-on-one date. As the season draws to its dramatic conclusion, Chris will select an engagement ring from the exquisite Michael Hill Bridal collections for a potential proposal for one of the final two bachelorettes with the help of Brett Halliday, the President of Sales and Operations in Canada at Michael Hill. In conjunction with the series premiere, fans can get in on the glam from Michael Hill by participating in an online predictions game. Stay tuned to [WNetwork.com](http://WNetwork.com) for more details.

Corus Tempo worked with VMC on behalf of Sunwing; Your Brand Integrated Marketing Communications and Jungle Media on Two Oceans Wines and Media Experts on Michael Hill. Sponsorship opportunities are available for *The Bachelor Canada After Show*.

*The Bachelor Canada* is produced by Good Human Productions Inc. in association with Corus Entertainment's W Network. The series is based on the U.S. format created by Mike Fleiss and produced by Next Entertainment in association with Warner Horizon Television. Sales of the format are handled by Warner Bros. International Television Production.

## **W Network 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](http://www.corusent.com).

### **About Good Human Productions Inc.**

Good Human is a Toronto-based production company that delivers hit content for their broadcast and production partners. The company is built on strong relationships with talented artists, thinkers and top production personnel. Good Humans have developed and supervised the production of 1000+ hours of quality prime-time original programming including *The Bachelor Canada*, *The Bachelorette Canada* and *Cheer Squad* for ABC Spark and Freeform. For more information, please visit [www.goodhumanproductions.com](http://www.goodhumanproductions.com) and @Goodhumanprods and facebook.com/goodhumanproductions.

### **About Sunwing**

As the #1 to the sun and North America's largest vertically integrated travel company, Sunwing has more flights to the south than any other leisure carrier with convenient direct service from over 34 airports across Canada to over 50 popular sun destinations. This scale enables Sunwing to negotiate the best deals and exclusive offers at all of the top-rated resorts across the Caribbean, Mexico, and Central America. Renowned for its award-winning service, Sunwing is consistently voted the #1 leisure airline by travel agents and is the perennial winner of the Consumer Choice Award. Customers can look forward to starting their vacation off in style with award-winning inflight service, which features a complimentary glass of sparkling wine, tea and coffee and non-alcoholic beverage service; together with a buy on board menu of light meals and snacks (including kids' choices) inspired by Food Network Canada Celebrity Chef, Lynn Crawford. Sunwing customers also benefit from the assistance of the company's own knowledgeable destination representatives, who greet them upon arrival and support them throughout their vacation journey.

### **About Two Oceans Wines**

Crafted by cool fresh sea breeze and the warm African soil, the Two Oceans range of wines is a product of micro-climatic influences in the Western Cape where the cold Atlantic and the warm Indian oceans meet. This convergence greatly impacts the region's climate, coastline and areas inland, causing grapes to develop with balanced, intense and plentiful flavours. Sold in over 80 countries worldwide, the Two Oceans range of wines are made from IPW-accredited vines, are farmed according to eco-sustainable principles and carry

fully-traceable sustainability seals that guarantee integrity of production. Bottled wines are sold in lightweight, fully-recyclable 750 ml bottles. Two Oceans is produced by Distell Wine & Spirits, Africa's leading producer and marketer of spirits, fine wines, ciders and ready-to-drinks (RTDs).

**About Michael Hill**

Michael & Christine opened the doors of their first store 38 years ago, in the small New Zealand town of Whangarei, 100 miles north of Auckland. We've grown dramatically since then and earned the reputation for amazing jewellery along the way. We now have 300 jewellery stores in Australia, New Zealand, Canada and the United States. But one thing hasn't changed and never will: we think about you and the reasons behind your purchase – designing classic and contemporary pieces crafted to last a lifetime. That's why we remain one of the few jewellery retailers that have an in-house team of designers and master craftsmen.

All our diamond jewellery comes with our exclusive International Lifetime Diamond Warranty - offering you peace of mind for a lifetime. We invite you to discover all our classic designs, exclusive collections and limited editions instore or online today. We can't wait to welcome you to Michael Hill.

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