



## GLOBAL ANNOUNCES NEW AND RETURNING SPONSORS FOR A CLASSIFIED SEVENTH SEASON OF *BIG BROTHER CANADA*

Wendy's® Returns for a Second Time as Season-Long Partner

Leon's Adds Stylish New Furnishings and More as First-Time Sponsor

Additional New Sponsors Include Summer Fresh, Contiki, OLG, and Skechers

#BBCAN7 Premieres Wednesday, March 6 at 7 p.m. ET/PT on Global

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### For Immediate Release

**TORONTO, February 25, 2019** – The highly anticipated seventh season of *Big Brother Canada* is back with a slate of new and returning sponsors, featuring exciting prizeing, custom integrations, and elevated audience engagement. With multiple Canadian Screen Awards nominations for its last season, the hit series reaffirms its commitment with returning sponsor Wendy's®, along with new season-long sponsors Leon's, Summer Fresh, Contiki, Ontario Lottery and Gaming Corporation (OLG), and Skechers. Houseguests will battle it out until the very end in hopes of taking home this season's grand prize of \$100,000, a \$25,000 home furnishing makeover from Leon's, \$10,000 worth of groceries courtesy of Summer Fresh, and an unforgettable trip for two anywhere in the world with Contiki Holidays.

"*Big Brother Canada* offers the ultimate 360 degree client experience on air and online. From custom integrations to candid moments, we are passionately committed to creating memorable brand moments for our partners and our viewers," said Lynn Chambers, VP, Corus Tempo. "We proudly welcome our new and returning sponsors for another epic season of must-see reality TV thanks in part to one-of-a-kind brand integrations."

As a returning sponsor, **Wendy's®** is back all season with the help of its highly popular and crave-worthy "Drive Thru" pantry. Once again, the victorious Head of Household (HOH) will be rewarded with a weekly indulgence served up by some familiar faces. In addition, houseguests will be working up a sweat with a spicy POV challenge inspired by Wendy's® 100% all-Canadian chicken, rewarding the winner with a \$5,000 cash prize. And finally, with the help of their fresh never frozen Canadian beef, a juicy task will have the houseguests feeling *hangry*.

As well as being the new #BBCAN home furnishing provider, new sponsor **Leon's** becomes part of the *Big Brother Canada* family as a grand prize provider rewarding this season's winner with a \$25,000 home furnishing makeover from Leon's. The house will feature a newly added, furnished space called the Leon's Lounge, as well as custom elements including an eye-catching fish tank. Starting today, Canadians can head to [BigBrotherCanada.ca](http://BigBrotherCanada.ca) and vote for one of two Leon's-furnished looks to be featured in the Leon's Lounge. For an advance sneak peek of the winning room, fans can watch *ET Canada* on Tuesday, March 5 at 7:30 p.m. ET and also catch the exclusive reveal of this year's top secret abode.

Additional grand prizeing this season includes \$10,000 worth of groceries courtesy of **Summer Fresh** for one lucky competitor. Summer Fresh will also be stocking the house with fresh, flavourful, and nutritious snacks including gourmet hummus, dips, and salads that houseguests can feel good about every day. Then, the victorious houseguest can travel with no regrets as **Contiki** comes on board as a season long sponsor and grand prize

contributor. The winner and a guest will be rewarded with the trip of a lifetime anywhere in the world when Contiki whisks them away on an adventure that will inspire and excite during this memorable experience.

As part of their in-house experience this season, houseguests will put their skills to the test during a custom challenge inspired by **OLG's** many games. Houseguests will also enjoy other rewarding moments with the help of season-long sponsor **Skechers**, supplying the weekly HOH winner with a new pair of shoes to get around the house with ease and comfort.

Airing exclusively on Global, *Big Brother Canada* plucks a group of hand-picked strangers from their homes, sequesters them from the outside world, and places them inside a house outfitted wall-to-wall with cameras and microphones that capture their every move. Each week the houseguests battle in a series of challenges that give them power or punishment, voting each other out until the fate of the final two is decided by a jury of fellow houseguests.

*Big Brother Canada* continues to offer unparalleled digital extensions that augment the social dynamics and real-time momentum of the 24/7 television production. #BBCAN7 extends from series to site at [BigBrotherCanada.ca](http://BigBrotherCanada.ca) with exclusive content, full episodes, 24-hour live feeds, and a host of surprises and opportunities that allow fans to directly impact the show.

*Big Brother Canada* premieres Wednesday, March 6 at 7 p.m. ET/PT, and continues to air Wednesdays at 7 p.m. ET/PT, Thursdays at 8 p.m. ET/PT, and Sundays at 8 p.m. ET/PT on Global. For Season 7, viewers can stream #BBCAN live on [GlobalTV.com](http://GlobalTV.com) and [Global GO](http://GlobalGO.com) by signing in with their TV service provider credentials or catch up the next day on [GlobalTV.com](http://GlobalTV.com) and [Global GO](http://GlobalGO.com) (now available on Apple TV, Google Chromecast, and Amazon Fire TV), and [BigBrotherCanada.ca](http://BigBrotherCanada.ca).

Commissioned by Corus Entertainment, Season 7 of ***Big Brother Canada*** is produced by Insight Productions Ltd. in association with Corus Entertainment and Endemol Shine. Executive Producers are John Brunton and Erin Brock.

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#### **Corus Entertainment**

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**About Insight Productions Ltd.**

Insight Productions, known for its award-winning ratings juggernauts, is Canada's most established content producer and an industry leader in the development, financing, and production of hit programming, both scripted and unscripted, as well as digital content. With thousands of hours of programming under its belt, the company has created some of the most dynamic and top-rated programs in the world including *Big Brother Canada* (for which Erin Brock serves as EP and Showrunner alongside EP John Brunton); *The Amazing Race Canada*; *The JUNO Awards*; *Top Chef Canada*; *Intervention*; and original formats including *The Launch* and *Battle of the Blades*. Insight's scripted programming includes award-winning *Ready Or Not*, *Falcon Beach*; *Hatching, Matching & Dispatching A Christmas Fury*; *But I'm Chris Jericho!*; and *The Jon Dore Television Show*. In 2017, Insight produced *The Tragically Hip: A National Celebration*, a live concert special watched by one in three Canadians. Insight Productions was founded in 1979 and has since created thousands of hours of groundbreaking content. For more information on Insight Productions, please visit [www.insighttv.com](http://www.insighttv.com) or on Twitter - @insightprod. Or Facebook [www.facebook.com/InsightProductions](http://www.facebook.com/InsightProductions).

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