



CORUS ENTERTAINMENT LAUNCHES THE 2021 CORUS APPRENTICE PROGRAM: LIFESTYLE SHOWRUNNER IN CONJUNCTION WITH THE BANFF WORLD MEDIA FESTIVAL

Successful Writer's Program Shifts Focus This Year to Support Emerging Creatives from Underrepresented Communities Who Are Looking to Advance as a Showrunner in the Lifestyle and Unscripted Genres

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For Immediate Release

TORONTO, March 31, 2021 – The **Banff World Media Festival (BANFF)** and **Corus Entertainment** announced that the submission process for the **2021 Corus Apprentice Program: Lifestyle Showrunner** launches today. The focus of this year's Program is to broaden producers' existing skill sets with a focus on the lifestyle and unscripted genres, with an eye to building the next generation of showrunners in this growing segment of the entertainment industry.

The *2021 Corus Apprentice Program: Lifestyle Showrunner* is encouraging applicants from underrepresented communities as part of its outreach. Successful candidates will receive a full-access pass to the BANFF 2021 virtual marketplace June 14 – July 16 and will also benefit from a two-week showrunner internship placement on a Corus-supported lifestyle production between June 2021 and June 2022. The submission process is open until April 26, 2021.

"Our *Corus Apprentice Program: Lifestyle Showrunner Program* is an initiative that speaks to our commitment to diversifying representation behind the camera," said Colin Bohm, Executive Vice President, Content and Corporate Strategy, Corus Entertainment. "Having a purposeful approach with this Program helps foster a creative pipeline to support, showcase and amplify historically underrepresented voices and perspectives. That's why we are strongly encouraging applications from women, Indigenous peoples, racialized communities, persons with disabilities and the 2SLGBTQ+ communities."

"We applaud Corus' conscious effort to support talent from underrepresented communities here in Canada," said Jenn Kuzmyk, Executive Director, Banff World Media Festival. "The *2021 Corus Apprentice Program: Lifestyle Showrunner* is a welcome addition to the Festival's suite of professional development initiatives, and we look forward to hosting and highlighting this year's recipients at our virtual marketplace."

Interested applicants are encouraged to apply to the *2021 Corus Apprentice Program: Lifestyle Showrunner* by **April 26, 2021**.

For more information about the *2021 Corus Apprentice Program: Lifestyle Showrunner* and submission requirements, please click [here](#).

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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.

About the Banff World Media Festival

Taking place this year from June 14 - July 16, 2021, the Banff World Media Festival and the Rockie Awards host one of the world's most important gatherings of entertainment industry executives and creators, dedicated to content development, production, broadcast and distribution within the screen industries. BANFF provides a platform for the evolving global media industry to develop its creative and business objectives. It serves as a leading destination for co-production and co-venture partners and is an unparalleled marketplace for international decision-makers to connect with new partners, learn from industry leaders and execute new business deals.

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