



CORUS ENTERTAINMENT LAUNCHES A MULTI-MEDIA CAMPAIGN TO GIVE CANADIANS A CLOSER LOOK INTO *STAR WARS: GALAXY'S EDGE*

Canadians can live their own *Star Wars* adventure with the chance to win a vacation to *Disneyland* Resort in California or *Walt Disney World* Resort in Florida by entering at DisneyChannel.ca

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For Immediate Release

TORONTO, May 28, 2019 – Corus Entertainment and Disney are giving Canadians a closer look into the highly anticipated *Star Wars: Galaxy's Edge*, opening at *Disneyland* Resort in California on May 31, 2019 and at *Walt Disney World* Resort in Florida on August 29, 2019.

The multiplatform media campaign running across Corus' specialty television channels, social media, and radio platforms, features short-form content, programming stunts, show integrations, exclusive on-location access to broadcast Canadian coverage from *Star Wars: Galaxy's Edge* in *Disneyland* Resort, and a nationwide contest offering Canadian residents* the chance to win one of three vacations to either *Disneyland* Resort in California or *Walt Disney World* Resort in Florida.

"As anticipation builds for the opening of *Star Wars: Galaxy's Edge*, we have tapped into Corus' undeniable breadth of best-in-class properties to maximize exposure across Canada, generating excitement and awareness of the spectacular new land," said Lynn Chambers, Vice President, Corus Tempo. "As the exclusive Canadian broadcaster of the iconic collection of *Star Wars* films, we're thrilled to continue our valued relationship with Disney to deliver Canadians a televised look at the immersive *Star Wars: Galaxy's Edge*."

Fans will have a chance to live their own *Star Wars* adventure by entering the contest, now live on DisneyChannel.ca. Guests visiting *Star Wars: Galaxy's Edge* will be transported to the remote planet of Batuu, full of unique sights, sounds, smells and tastes. Guests visiting *Star Wars: Galaxy's Edge* can become part of the story as they sample galactic food and beverages, explore an intriguing collection of merchant shops and take the controls of the most famous ship in the galaxy aboard *Millennium Falcon: Smugglers Run*.** The contest is open to Canadian residents and closes August 30, 2019. Custom contest content will run on-air, online, and across social media throughout Corus' stable of specialty channels, radio stations, and social media platforms during the entire duration of the contest entry period.

Corus-owned properties *Global News*, *The Morning Show*, *ET Canada*, *Q107*, and YTV's *The Zone* will be reporting from a galaxy far, far away on the planet of Batuu at the *Star Wars: Galaxy's Edge* press event at *Disneyland* Resort in California. As the exclusive Canadian broadcast partner, content from the event will air on the following days:

Global News Morning (all markets) – Thursday, May 30

News at Noon Toronto – Thursday, May 30

Global News at 530/6 Toronto – Thursday, May 30

The Morning Show (National) – Thursday, May 30 and Friday, May 31

ET Canada – Thursday, May 30

Q107 – Week of June 3

The Zone and Big Fun Movies – Friday, June 14 and Sunday, June 16 (respectively)



The campaign also features custom-made short-form content about *Star Wars: Galaxy's Edge* for Corus' specialty television channels and social media platforms including Showcase, YTV, HISTORY, Food Network Canada, and HGTV Canada. In addition, Corus Studios, a division of Corus Entertainment, will integrate *Star Wars: Galaxy's Edge* content into two upcoming original series.

Strategically scheduled programming stunts throughout the summer will leverage Corus' engaged audiences to continuously support *Star Wars* and *Star Wars: Galaxy's Edge*. Showcase will feature a *Star Wars* week in June and a *Star Wars* marathon on Labour Day and YTV will air *Star Wars: The Phantom Menace* in July, and in August, TELETOON is set to air a special presentation of *Star Wars Resistance*.

*Must be Canadian resident who is the age of majority or older at the time of entry. Excludes Quebec residents.

**Valid theme park admission required. *Disneyland Park*, *Disney's Hollywood Studios* and *Star Wars: Galaxy's Edge* and its experiences are subject to capacity. Reservations required for visits to *Star Wars: Galaxy's Edge* at *Disneyland Park* between May 31 and June 23, 2019. *Star Wars: Rise of the Resistance* attraction opens later in the year.

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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. The company's portfolio of multimedia offerings encompass 37 specialty television services, 39 radio stations, 15 conventional television stations, a suite of digital assets, animation software, technology and media services. Corus is an established creator of globally distributed content through Nelvana animation studio, Corus Studios, and children's book publishing house Kids Can Press. The company also owns innovative full-service social digital agency so.da, and lifestyle entertainment company Kin Canada. Corus' roster of premium brands includes Global Television, W Network, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic, Disney Channel Canada, YTV and Nickelodeon Canada, Global News, Globalnews.ca, Q107, Country 105, and CFOX. Visit Corus at www.corusent.com.

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