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**SO.DA ANNOUNCES ITS SECOND MID-FORM TWITTER SERIES
#DESTINATIONDISHES, A NEW TRAVEL-INSPIRED CULINARY
ADVENTURE AIRING ON @FOODNETWORKCA**

Presented by CIBC Aventura, Food Network Canada Celebrity Chefs Massimo Capra, Lynn Crawford, Dustin Gallagher and Roger Mooking Bring Global Dishes to Life

Episodes Begin Monday, March 11 at 4 p.m. ET
on @FoodNetworkCA's Twitter



L to R: Roger Mooking, Massimo Capra, Lynn Crawford and Dustin Gallagher for #DestinationDishes.
Photo courtesy of Food Network Canada.

Watch the promo for #DestinationDishes, [here](#).

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For Immediate Release

TORONTO, February 26, 2019 – Food Network Canada and Twitter take audiences on a culinary journey with the launch of the new **so.da** produced series **#DestinationDishes**. Presented by **CIBC Aventura**, this interactive series allows audiences to vote for the cultural cuisine they want to see a Food Network Canada celebrity chef prepare through Twitter polls. In each episode, a notable network chef – **Massimo Capra, Lynn Crawford, Dustin Gallagher** or **Roger Mooking** – creates a destination-themed meal based on the highest-voted location. Produced by Corus' in-house social content studio **so.da**, the first episode of **#DestinationDishes** will launch on [@FoodNetworkCA](#)'s Twitter starting **Monday, March 11** at **4 p.m. ET** for eight weeks, with Twitter polls opening on **Thursday, March 7**.

"Corus' engaging social content, paired with meaningful partnerships, has created a successful format for **so.da**'s short-form Twitter series," said Dervla Kelly, Senior Vice President of Marketing and Social Digital Agency, Corus Entertainment. "The recently launched series [#OneDirtyDish](#) performed exceeding well with two million total video

views, more than 11 million impressions of sponsored pre-roll and a completion rate two times the Twitter benchmark. We are excited to partner with CIBC Aventura on #DestinationDishes, building on this initial success, as audiences continue to crave inspiring and accessible food content on social.”

“#DestinationDishes will tap into a Twitter audience that’s passionate about Travel and Food,” said Michael Palombo, Head of Entertainment Partnerships, Twitter Canada. “By pairing premium video content with real-time Twitter conversation, viewers will be treated to a truly interactive experience.”

CIBC Aventura, The Traveller's Travel Card™, joins the flavourful social series as exclusive sponsor. Each episode will take viewers around the world, from familiar locales to off-the-beaten path destinations, teasing taste buds and inspiring culinary adventure. The content comes to life on [@FoodNetworkCA](#)'s Twitter page featuring cooking tips, tricks and hacks relating to each dish. Recipes will be available on foodnetwork.ca following each episode.

“Exploring local cuisines is a big part of any travel experience, no matter where you venture,” said Esther Benzie, Vice President, Marketing & Client Communications, CIBC. “As the traveller’s travel card, CIBC Aventura is happy to be part of the series and help tell those travel stories through the lens of food.”

Food Network Canada is a Corus Entertainment Network.

SOCIAL MEDIA LINKS:

Join the conversation: #DestinationDishes

Follow Food Network Canada on Twitter [@FoodNetworkCA](#), Facebook [Food Network Canada](#) and Instagram [@FoodNetworkCa](#)

Follow Corus PR on Twitter: [@CorusPR](#)

About so.da

so.da is a full-service, specialized social digital agency offering strategy, community management, content production, analytics and social listening, talent and influencer integration. In addition to managing Corus’ vast portfolio of brands in the social space, including Food Network Canada, HGTV, Global TV, Slice and W Network, so.da works with many of Canada’s leading brands to support their social strategy and content production. The agency’s deep understanding of the space has led to above average engagement rates, watch times and lower CPEs. Last year alone, so.da content was viewed over four billion times.

For more information about so.da and its services, visit: soda.corusent.com

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 44 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.

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