

## **ET CANADA AND JOHN FRIEDA® BRAND ANNOUNCE THIRD YEAR OF PARTNERSHIP FOR 2020**

*ET Canada's Cheryl Hickey Continues Her Role As National Brand  
Ambassador*

**Campaign To Incorporate Kin Community Canada's Roster of Digital  
Creators**



*From left: Kin Community Canada creator Samantha Jane, ET Canada's Cheryl Hickey*

Watch the first RSVP Beauty Tutorial [here](#).  
To share this release socially: <https://bit.ly/2S7CWQS>

**For Immediate Release**

TORONTO, February 3, 2020 – **ET Canada** and **Kao Canada Inc.'s** hair care brand, **John Frieda®** announced its renewed partnership for 2020, with *ET Canada* host **Cheryl Hickey** continuing her role as National Brand Ambassador. Set to include in-store campaign promotion and a roll-out of custom content pieces to be used both on air and online, the campaign kicked off on *ET Canada* with Cheryl Hickey taking viewers along as she got red carpet ready for the Screen Actors Guild Awards in the first of four RSVP Beauty tutorials.

"I am thrilled to be continuing my role as National Brand Ambassador for John Frieda®," said Cheryl Hickey, Host, *ET Canada*. "We are looking forward to sharing some of the amazing new trends and hairstyles with our *ET Canada* viewers."

The news comes following an award-winning year, with Corus recognized for its achievement in innovative media strategy, winning Best Media Company for its work with Kao Canada Inc.'s John Frieda® hair care brand, at the [2019 Media Innovation Awards](#) . The John Frieda® brand has also renewed Corus' full-service, social digital agency [so.da](#) as their social AOR for the second consecutive year.

"Corus has done an outstanding job for us with its TV, digital and social media work to-date and we are excited to partner with them again this year to deliver a fully integrated plan that includes Kin content creators," added Lori Bianchi, Associate Director Mass Marketing, Kao Canada.

For the first time this year, as part of the campaign's in-show strategy on *ET Canada*, the in-show beauty segments will feature Kin Community Canada's digital lifestyle creators, with each creator working to recreate a trending style, while showcasing the steps and John Frieda® products needed for viewers to recreate the trend at home.

*ET Canada* airs weeknights at 7:30 p.m. ET/ 7 p.m. PT on Global TV. For up-to-the-moment entertainment news, celebrity interviews and more, visit [etcanada.com](#).

Global is a Corus Entertainment Network and is available through all major TV distributors, including: Shaw, Shaw Direct, Rogers, Bell, Videotron, Telus, Cogeco, Eastlink, SaskTel and the new STACKTV, streaming exclusively on Amazon Prime Video Channels.

For media inquiries, please contact:

Melissa Ferris, Publicist

ET Canada

416.443.3981

[mferris@etcanada.com](mailto:mferris@etcanada.com)

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 34 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](#).