

COVERGIRL
EASY BREEZY BEAUTIFUL



***ET CANADA AND COVERGIRL
ANNOUNCE RENEWED PARTNERSHIP
WITH SANGITA PATEL AS CANADA'S
COVERGIRL AMBASSADOR***

Expanded Partnership Continues Through 2021 with a Revitalized Campaign Extending to *ET Canada's* Leading Social and Digital Platforms



Canadian COVERGIRL Ambassador Sangita Patel. Photo Credit: Genevieve Charbonneau

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For Immediate Release

TORONTO, October 7, 2020 – *ET Canada* and COVERGIRL announced today their renewed partnership for a third consecutive year, with **Sangita Patel** continuing her role as Canada's COVERGIRL ambassador. The latest campaign will include an in-store campaign featuring Sangita, along with a year-long lineup of custom broadcast and digital content. Kicking off tonight on *ET Canada* with a segment focusing on diversity in makeup, Sangita discusses how it feels to be an ambassador of such an iconic brand that champions diversity in the Canadian beauty industry.

New this year, COVERGIRL's in-show strategy has been expanded to include *ET Canada's* industry-leading digital presence, with content being amplified on the show's social media platforms and on etcanada.com. Broadcast segments will focus on a variety of topics including holiday looks and celebrating the brand's milestone 60th anniversary.

"I am feeling over the moon to be Canada's COVERGIRL ambassador for another fabulous year, and grateful to partner with a brand that values every skin tone to show that they are beautiful," exclaimed Sangita Patel. "As a proud South Asian woman, I hope my journey inspires this generation to see that no matter your religion, culture or beliefs – you are celebrated. Thank you COVERGIRL, I'm feeling easy, breezy and beautiful!"

Sangita spoke with *Elle Canada* discussing her feelings on being Canada's first South-Asian COVERGIRL, and her passion on helping to help display diversity in Canada's beauty industry. Find out more about Sangita's role as Canada's COVERGIRL ambassador in the November issue of *Elle Canada*, on newsstands October 12th.

ET Canada airs weeknights at 7:30 p.m. ET/ 7 p.m. PT on Global. For up-to-the-moment entertainment news, celebrity interviews and more, visit etcanada.com. Stream *ET Canada* anytime on the Global TV App or STACKTV, available with Amazon Prime Video Channels.

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.

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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 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, Adult Swim, National Geographic, Disney Channel Canada, YTV, Global News, Globalnews.ca, Q107, Country 105, and CFOX. Visit Corus at www.corusent.com.

About Coty Inc.

Coty is one of the world's largest beauty companies with an iconic portfolio of brands across fragrance, colour cosmetics, hair colour and styling, and skin and body care. Coty is the global leader in fragrance, a strong number two in professional hair colour & styling, and number three in colour cosmetics. Coty's products are sold in over 150 countries around the world. Coty and its brands are committed to a range of social causes as well as seeking to minimize its impact on the environment. For additional information about Coty Inc., please visit www.coty.com.

For media inquiries, please contact:

Melissa Ferris, Publicist

ET Canada

mferris@etcanada.com