



## TV THAT FEELS LIKE HOME: CORUS ENTERTAINMENT WELCOMES CHIP AND JOANNA GAINES' MAGNOLIA NETWORK TO CANADA MARCH 28

Network to Offer Over 200 Hours of New Premieres

*Fixer Upper: Welcome Home* Makes its Canadian Television Premiere

National Free Preview Available Through May 31



*(From left to right, Chip and Joanna Gaines. Photo courtesy of Magnolia Network)*

Download photography, [here](#).

To learn more about Magnolia Network Canada, [visit](#).

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### For Immediate Release

**TORONTO, March 1, 2022 – Corus Entertainment Inc.** (“Corus”) is thrilled to announce the Canadian launch of the highly-anticipated **Magnolia Network** - Chip and Joanna Gaines’ media joint venture with Discovery, Inc. From the dynamic power couple behind the successful Magnolia brand and home renovation hit series *Fixer Upper*, Corus will exclusively debut Magnolia Network on **March 28, 2022**, becoming the first broadcaster outside of the U.S. to launch the channel. Curated by Chip and Joanna’s brand of smart, creative and empowering storytelling, Magnolia Network will host a vast array of family-



MAGNOLIA NETWORK

**CORUS.**

friendly, premium and unscripted content. A national free preview of Magnolia Network will be available starting March 28 to May 31, 2022.

“We are excited to bring Chip and Joanna’s Magnolia Network to homes across Canada,” said Troy Reeb, Executive Vice President, Broadcast Networks. “Magnolia Network’s purposeful and inspired content across food, home, and design pairs perfectly with Corus’ suite of lifestyle programming, further enhancing our leadership in lifestyle content.”

Offering over **200 hours** of new and original content, Magnolia Network seeks to entertain through smart, layered storytelling that inspires creativity, upholds beauty and draws out curiosity. The network’s inaugural slate will feature episodes from original series such as ***Magnolia Table with Joanna Gaines***, ***Restoration Road with Clint Harp***, ***The Lost Kitchen***, ***Family Dinner***, ***Homegrown***, and ***The Johnnyswim Show***. The return of fan-favourite series *Fixer Upper*, which has reached over 16 million viewers during its run on HGTV Canada\*, comes to Magnolia Network as well as Chip and Joanna’s rebooted series ***Fixer Upper: Welcome Home***. Back with new ideas for turning outdated homes into jaw-dropping, innovative living spaces, the series sees Chip and Jo navigate their expanded business (and their family) and juggle more while renovating, keeping things unpredictable.

The Magnolia Network launch kicks-off the rebrand of DIY Network Canada, giving audiences access to the biggest stars behind Magnolia’s brand plus the DIY Network content they love. Popular DIY Network programming including ***Maine Cabin Masters***, ***Barnwood Builders***, ***Restoring Galveston*** and more, will shift to the rebranded channel. Viewers with an active DIY Network subscription will automatically have access to the network and those without can add Magnolia Network by contacting their cable provider.

Ahead of March 28, DIY Network will host a four-hour preview event, ***Magnolia Presents: A Look Back & A Look Ahead*** to introduce Magnolia Network to Canadians. Starting **March 6 at 6 PM ET/PT**, the Gaineses share more about each of the new series coming to Magnolia Network and look back at their years-long journey (starting with *Fixer Upper*).

Stay tuned for a full Magnolia Network schedule to be announced.

Source:

\*Numeris PPM Data, Total Canada, 8/29/2011 to 8/29/2021, Ind. 2+ AMA(000), HGTV, CumRch(000), all airings including specials

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#### **SOCIAL MEDIA LINKS:**

Twitter: @CorusPR

[www.magnolianetwork.ca](http://www.magnolianetwork.ca)

**Magnolia Network Canada is a division of Corus Entertainment Inc.**

#### **About Corus Entertainment**

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



MAGNOLIA NETWORK



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, Magnolia Network Canada, The HISTORY® Channel, Showcase, Adult Swim, National Geographic, Disney Channel Canada, YTV, Global News, [Globalnews.ca](http://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](http://www.corusent.com).

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