



JAY NORTHCOTT TAKES A FINAL BOW AS THEIR GAME COMES TO AN END ON *BIG BROTHER CANADA*

Watch *Big Brother Canada* Monday at 8 p.m. ET/PT on Global to See Who New HOH Kyle Moore Nominates for Eviction

Voting Now Open for Canada to Guarantee One Houseguest's Safety with belairdirect Eviction Protection Insurance

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For Immediate Release

TORONTO, March 11, 2022 – It was an eventful week in the ***Big Brother Canada*** house as the BBCAN10 players fought hard and formed new alliances, eventually closing the curtain on Toronto theatre director Jay Northcott's game. During ***Big Brother Canada***'s milestone 250th episode, Petit Rocher's Martin "Marty" Frenette nominated social player Jay as his target alongside Thunder Bay's Jacey-Lynne Graham. However, Jacey-Lynne took herself off the block after winning the POV, resulting in Marty blindsiding Edmonton's Betty Yirsaw, who went up on the block as the replacement nominee. In the end, "Petty Betty" managed to avoid eviction, sending Jay to the wings in a vote of 10 to 2.

"Equity, diversity and inclusion is really important to me and I try to use that in every space and system that I'm in," said Jay. "Being able to connect with a lot of the houseguests in the way of things that are common and things that are very different, understanding our own biases, and continuing to work together as a house is great."

Determined to make a big move in the game with his newly minted power, Head of Household, Maritime Marty, put up Jacey-Lynne and his prime target: social player Jay. It was a tight race between the two nominees in the "Master Baker" competition, but in the end, slow and steady won the bake and Jacey-Lynne determined her own fate by removing herself from the block with her POV win. While the houseguests offered Marty their replacement nom suggestions, the Acadian had other fish to fry! He decided one less vote that would keep Jay in the house was best for his game, choosing to blindside Betty, putting her up as the replacement nominee.

It was also an emotional week in the ***Big Brother Canada*** house as Jay held a thoughtful smudging ceremony for the houseguests. Then, the houseguests witnessed a pinnacle moment of one of the greatest showmances in BBCAN history when former houseguest Demetres Giannitsos' proposed to BBCAN legend Ika Wong, back where it all began. But after a hard-fought battle and an enlightening speech, the theatre director became the second houseguest evicted on ***Big Brother Canada*** Season 10.

Thursday's episode concluded with the HOH competition, "Tough Sledding," where Halifax's Kyle Moore slid his way to victory, becoming the next HOH in the BBCAN10 house. However, Kyle's reign could be impacted with the latest BBCAN twist! As announced in-show, Canada now has the opportunity to guarantee one more houseguest's safety this week with the belairdirect Eviction Protection Insurance vote where one lucky houseguest is granted safety from next week's eviction. Voting is now open until Friday, March 11 at 2 p.m. ET at bigbrothercanada.ca/belairdirect.

New this season, Wendy's® is also the proud sponsor of "After the Eviction Interview" – an extension to host Arisa Cox's in-show interviews. Delivering exclusive access to the houseguests directly following their eviction every Thursday, fans can catch the interviews live on the #BBCAN TikTok account [@BigBrotherCA](https://www.tiktok.com/@BigBrotherCA), also available on [Facebook](https://www.facebook.com/BigBrotherCanada) and BigBrotherCanada.ca the next day. Then watch Global's *The Morning Show* Friday morning at 9:50 a.m. ET to catch Jay's first broadcast interview, in addition to *ET Canada* at 7:30 p.m. ET on Global.

Watch the drama heat up on Global, **Monday at 8 p.m. ET/PT** to see who Kyle nominates for eviction, **Wednesday at 7 p.m. ET/PT** to find out who wins the Power of Veto and **Thursday at 8 p.m. ET/PT** for Eviction night. In addition, fans can become flies on the BBCAN wall as the live feed are now streaming at bigbrothercanada.ca.

Season 10 houseguests are competing for a grand prize of \$100,000 cash, \$10,000 for a brand new wardrobe, courtesy of WINNERS, and an unforgettable travel experience from Expedia.

Stream the new season live or on demand with [STACK TV](https://www.stacktv.com) and the [Global TV App](https://www.globaltv.com) and visit BigBrotherCanada.ca for houseguest interviews, live show votes, free live feeds, spoilers, exclusive content and more.

Commissioned by Corus Entertainment, Season 10 of *Big Brother Canada* is produced by Insight Productions (a Boat Rocker company) in association with Corus Entertainment and Banijay. Executive Producers are John Brunton, Erin Brock, Eric Abboud, and Arisa Cox.

Corus Entertainment's Original Content team driving its slate of unscripted series is helmed by industry executive Lisa Godfrey as Senior Vice President of Original Content and Corus Studios, and supported by longtime TV veterans Krista Look (VP, Original Content, Lifestyle), and Lynne Carter (Executive in Charge of Production).

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 STACKTV, available via Amazon Prime Video Channels, Rogers Ignite TV and Ignite SmartStream. The Global TV App is available on iOS, Android, Chromecast, Amazon Fire TV, Samsung Smart TVs, Roku streaming players, Roku TV™ models, and at watch.globaltv.com.

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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 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 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, 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.

About Insight Productions Ltd.

Insight Productions, known for its award-winning ratings juggernauts, is Canada's most established content producer and an industry leader in the development, financing, and production of hit programming, both scripted and unscripted, as well as digital content. Insight Senior Vice President Erin Brock serves as Executive Producer along with Insight's Chairman, CEO and Executive Producer, John Brunton, on BIG BROTHER CANADA. Insight recently produced STRONGER TOGETHER/TOUS ENSEMBLE to support our country during the COVID-19 crisis and it was the 2nd highest rated program ever broadcast on Canadian television as well as raising over \$8 million for Food Banks Canada. With thousands of hours of programming under its belt, the company has created some of the most dynamic and top-rated programs in the world including - THE JUNO AWARDS Canada's national music award show, CANADA'S NEW YEAR'S EVE: COUNTDOWN which was the highest rated show on the CBC in both 2018 and 2019, THE AMAZING RACE CANADA – the most watched Canadian series on record, ratings hit – BIG BROTHER CANADA, TOP CHEF CANADA, INTERVENTION and original formats BATTLE OF THE BLADES, I DO, REDO & WALL OF CHEFS. Insight's scripted programming includes award-winning READY OR NOT, FALCON BEACH, HATCHING, MATCHING & DISPATCHING, A CHRISTMAS FURY, BUT I'M CHRIS JERICHO! and THE JON DORE TELEVISION SHOW along with award-winning feature documentaries HOW TO CHANGE THE WORLD and GORDON LIGHTFOOT: IF YOU COULD READ MY MIND. In 2017, Insight produced THE TRAGICALLY HIP: A NATIONAL CELEBRATION, a live concert special watched by one in three Canadians. Insight Productions was founded in 1979 and has since created thousands of hours of ground-breaking content.

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