

## NELVANA AND BAEUMLER PRODUCTIONS SIGN MERCHANDISE AGENCY DEAL FOR NEW LINE 43°N BY BRYAN BAEUMLER

Nelvana Will Represent Merchandise Licensing and Retail Marketing for  
New Product Line in Global Partnership

43°N By Bryan Baeumler Is Available at [43northbybryan.com](https://43northbybryan.com)

*For additional photography, visit the Corus Media Centre [here](#)*

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### For Immediate Release

**TORONTO, March 16, 2023** – Corus Entertainment's **Nelvana**, a world-leading producer, distributor and global licensor of internationally beloved properties, and **Baeumler Productions** are teaming up to launch a new merchandise line, **43°N By Bryan Baeumler**, for fans globally. The first wave of products featuring branded apparel and accessories is now available exclusively online at [43northbybryan.com](https://43northbybryan.com).

"Through his passion for renovations, collection of popular TV series, and witty humor, Bryan Baeumler has built a loyal and dedicated community of fans across Canada and the world," said Carly Slack, Director of Licensing, Retail & Marketing at Nelvana. "His new line 43°N By Bryan Baeumler is inspired by Bryan's hometown and lifestyle and is the first step in expanding the Baeumler brand into a popular consumer products program, including impactful collaborations and exclusive retail partnerships".

The brand 43°N is about where Bryan Baeumler comes from and where he is headed. The line of products is created to reflect Bryan's personality, values, and passions. The brand is about living out your dreams, working hard, and looking good while doing it. It's about improving, evolving, and achieving—all with a sense of style. Just like Bryan.

"I'm honored for the opportunity to bring my values of quality, integrity, function, and passion to life through my line 43°N," said Bryan Baeumler. "Corus has always supported me and the growth of my business through the various shows, and now through this partnership with Nelvana. I couldn't think of a more dedicated partner as we move forward with developing an offering of high-quality, durable, and comfortable products for work and play, and I can't wait to see where we take this brand around the globe."

Bryan Baeumler is a contractor, entrepreneur and host of hit HGTV Canada shows like *Island of Bryan*, *Renovation Resort*, *House of Bryan*, *Leave it to Bryan*, *Bryan Inc.* and *Disaster DIY*. New episodes of *Renovation Resort* air Sunday at 10pm ET/PT on HGTV Canada and STACKTV.

For broadcast and merchandise licensing opportunities, e-mail [carly.slack@corusent.com](mailto:carly.slack@corusent.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 33 specialty television services, 39 radio stations, 15 conventional television stations, digital and streaming services, 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 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 streaming platforms STACKTV, TELETOON+, the Global TV App and Curiouscast. Corus is the domestic advertising representative and an original content partner for Pluto TV, a Paramount Company, which is the leading free ad-supported streaming television (FAST) service. For more information visit [www.corusent.com](http://www.corusent.com).

### **About Nelvana**

Entertaining kids for over 50 years, Nelvana is a world-leading international producer and distributor of children's animated and live-action content. Nelvana produces a stable of award-winning and globally renowned brands that focus on comedies, preschool and action series, and ancillary consumer products programs. Nelvana's content airs on Corus Entertainment's kids channels in Canada and in over 180 countries around the world. The Nelvana library has well over 4,700 episodes of programming and has received over 70 major international program awards including Emmys® and Canadian Screen Awards. Visit the Nelvana website at [nelvana.com](http://nelvana.com).

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