

## SHARK BEAUTY™ SIGNS ON AS THE OFFICIAL HAIRSTYLING PARTNER FOR *ET CANADA* WITH MULTIPLATFORM BRAND PARTNERSHIP

Stream *ET Canada* Live and On-Demand with STACKTV, the Global TV App and GlobalTV.com



*ET Canada* hosts Sangita Patel and Cheryl Hickey  
Credit: AOC Photography

For Immediate Release

**TORONTO, September 11, 2023** – [Entertainment Tonight Canada](#) and [Shark Beauty™](#) are teaming up for a first-of-its-kind Canadian styling partnership, as the global product design brand has signed on to be the Official Hairstyling Partner for *ET Canada* this fall. This three-pronged partnership will live across all *ET Canada* platforms, with custom broadcast content airing in-show, as well as on its industry-leading digital and social media platforms.

"Corus is thrilled to announce this partnership with Shark Beauty™ as the Official Hairstyling Partner of *ET Canada*. This campaign will merge the cutting-edge innovation of new Shark Beauty products with the captivating entertainment expertise of ET Canada on Global while extending across Corus powerhouse networks," said **Mike Searson**, VP, Local Revenue, Client Marketing and Creative Services. "Strategically driving mass awareness and sales for our partner with their target demo, this campaign demonstrates the full capabilities of our Tempo team, showcasing best-in-class executions through integrations, talent alignment, and cross platform media tactics."

Throughout the fall, the campaign will include a series of 'Get Ready With Me' broadcast segments featuring *ET Canada*'s on-air talent, along with interstitials airing across Corus Entertainments' portfolio of platforms including W Network, Slice and Showcase. Plus, these custom segment integrations will be featured on [etcanada.com](http://etcanada.com), showcasing different Shark Beauty™ products including the Shark FlexStyle, and a sneak peek of the all-new Shark SmoothStyle and Shark SpeedStyle (launching in Canada this October), with shoppable branded articles. The campaign officially launches in-show tonight, with a recap of *ET Canada's GLAM JAM presented by Shark Beauty™* event, and will continue to rollout throughout November.

"Through this partnership, we're excited to build on the momentum we've seen in Canada and around the world for the Shark FlexStyle®," said **Rob Nevin**, General Manager of Canada, SharkNinja. "Partnering with *ET Canada*, the nation's entertainment powerhouse, allows us to tap into what's culturally relevant to Canadians and show how Shark Beauty™ tools can help them look and feel like the best versions of themselves without stepping foot in a salon."

Event guests received a campaign preview at *ET Canada's GLAM JAM presented by Shark Beauty™* event, where a lucky crowd of tastemakers and glam-enthusiasts prepared for festival season in style. Attendees got 'red-carpet ready' at the event with blowouts at Shark-styling salon-inspired setups and wardrobe styling tips, all while mingling with the *ET Canada* hosts and dancing the night away to DJ Chantel Jeffries.



*ET Canada reporter Brittnee Blair hosts ET Canada's GLAM JAM presented by Shark Beauty™ event*  
Credit: George Pimentel Photography

*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](http://etcanada.com), and stream *ET Canada* live and on-demand with STACKTV or the Global TV App.

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. 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](http://watch.globaltv.com).

#### About ET Canada

*Entertainment Tonight Canada* is a Canadian Screen Award-winning, nationally syndicated entertainment news program hosted by Cheryl Hickey and Sangita Patel. Along with reporters Carlos Bustamante, Morgan Hoffman, Brittnee Blair, Jedson Tavernier, Los Angeles reporter Keshia Chanté and *ET Canada Pride* correspondent Dallas Dixon, *ET Canada* brings viewers closer to the stars with exclusive interviews and specials with the biggest celebrities in Hollywood.

#### About SharkNinja

SharkNinja, Inc. (NYSE: SN) is a global product design and technology company, with a diversified portfolio of 5-star rated lifestyle solutions that positively impact people's lives in homes around the world. Powered by two trusted, global brands, Shark and Ninja, the company has a proven track record of bringing disruptive innovation to market, and developing one consumer product after another has allowed SharkNinja to enter multiple product categories, driving significant growth and market share gains. Headquartered in Needham, Massachusetts with more than 2,800 associates, the company's products are sold at key retailers, online and offline, and through distributors around the world. For more information, please visit [sharkninja.com](http://sharkninja.com) and follow @SharkNinja.

#### 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 platforms, and 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, 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 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).

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