



YTV AND BOYS AND GIRLS CLUBS OF CANADA TEAM UP TO GET KIDS MOVING



(January 12, 2007 – Toronto, Canada) Corus Entertainment's **YTV** and **Boys and Girls Clubs of Canada** have joined forces to promote healthy, active living among kids and youth with a new Public Service Announcement scheduled to hit the airwaves today. Featuring YTV's Coach Callous, whose motto "Get your rear in gear!" has become a mantra on the network, the 60-second PSA will show young Canadians how they can keep physically active by visiting one of the hundreds of local Boys and Girls Clubs located across Canada.

"We can use YTV's airwaves to play an important role in championing a healthy, balanced lifestyle that includes regular physical activity," said Paul Robertson, President, Television, at Corus Entertainment. "Over 1.9 million kids tune in to YTV each week and by working together with a national, reputable organization like Boys and Girls Clubs of Canada we believe we can have a real impact on how kids think about health and fitness."

Corus is investing over \$4 million over the next three years in support of active living media initiatives aimed at getting kids moving. In addition to this latest partnership with Boys and Girls Clubs of Canada, Corus supports a number of healthy lifestyle initiatives that run across YTV's brand extensions, including on-air, online, print and on the road.

Boys and Girls Clubs of Canada is a leading provider of programs that support the healthy physical, educational and social development of young people and their families across Canada. For over one hundred years, Boys and Girls Clubs of Canada has provided safe, supportive places for children and youth to experience new opportunities, overcome barriers, build positive relationships and develop confidence and skills for life, so that they may realize their full potential. To learn more, visit www.bgccan.com.

"We're thrilled to be partnering with Corus Entertainment to get the message out to young people and their parents about the importance of being physically active and where they can go to do it," said Pam Jolliffe, President and CEO, Boys and Girls Clubs of Canada. "There is a real need to motivate youth in a positive way and we are pleased to be able to play a part in providing solutions to this issue."

To view the PSA, get your rear in gear click [view clip](#).

YTV, Canada's #1 youth network, is seen in over eight million homes across Canada. As a major force in Canadian kids' entertainment, YTV has triggered over \$870 million in Canadian independent production; developed a website that averages over 9 million page views each week; published a successful kids' magazine, Whoa!; and conducts a highly respected annual survey, The YTV Tween Report.

YTV is owned by **Corus Entertainment**, a Canadian-based media and entertainment company. Corus is a market leader in both specialty TV and Radio. Corus also owns Nelvana Limited, an internationally recognized producer and distributor of children's programming and products. The Company's other interests include music, television broadcasting and advertising services. A publicly traded company, Corus is listed on the Toronto (CJR.NV.B) and New York (CJR) Exchanges. Corus' website can be found at www.corusentertainment.com.

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