



## A Record Number of Partners Join CTV's THE AMAZING RACE CANADA for Season 7

- Chevrolet returns to Canada's most-watched summer series as a sponsor for the seventh consecutive season –
  - Dempster's is back alongside new partners Clif Bar, Dairy Farmers of Ontario, Walt Disney Studios, Expedia, Paramount Pictures, Shell Canada, The Royal Ontario Museum, The Source, and Webber Naturals –
    - The winning team of THE AMAZING RACE CANADA to receive two all-new 2019 Chevrolet Blazer, a once-in-a-lifetime trip for two around the world, and a \$250,000 cash prize –
    - Bonus in-show prizing includes the chance to win an all-new 2019 Chevrolet Blazer, \$5,000 from The Source, and free fuel for a year from Shell Canada –
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**TORONTO (June 18, 2019)** – As CTV's summer mega-hit **THE AMAZING RACE CANADA** gets ready to race into Season 7 (premiering **Tuesday, July 2 at 9 p.m. ET/PT** on CTV, [CTV.ca](http://CTV.ca), and the CTV app), the network announced today that a record-high 11 brands have partnered with the series this season. With **THE AMAZING RACE CANADA** from the beginning of the series, Chevrolet returns for the seventh consecutive season. Joining Chevrolet are Dempster's, Clif Bar, Dairy Farmers of Ontario, Walt Disney Studios, Expedia, Paramount Pictures, Shell Canada, The Royal Ontario Museum, The Source, and Webber Naturals. The majority of brands are featured via in-show integrations and across **THE AMAZING RACE CANADA**'s official social media platforms with custom social strategies.

As part of Chevrolet's extensive partnership, the grand prize includes two all-new 2019 Chevrolet Blazer. The vehicles are in addition to a once-in-a-lifetime trip for two around the world, a \$250,000 cash prize, and **THE AMAZING RACE CANADA** title. Chevrolet will keep teams moving throughout the race, as they once again drive Chevrolet vehicles this season.

Season 7 also features the return of #TheChevroletRace Twitter quiz and contest, allowing fans to put their #AmazingRaceCanada knowledge to the test by answering one weekly question. Every correct answer earns a chance for one lucky viewer to take home an all-new 2019 Chevrolet Blazer.

New this season, two teams will win bonus in-show prizes at some point during the Race. The Source grants one lucky team a \$5,000 gift card, while Shell Canada provides free fuel

for a year to the team who arrives first at a designated pit stop.

This season, there will be two new digital companion series streaming on [CTV.ca](http://CTV.ca). In the Dempster's sponsored **TASTES OF THE RACE**, Season 6 racers and fan favourites Martina and Phil will face-off in a weekly competition to see who can best create dishes inspired by this season's locations using Dempster's products. Meanwhile, in the four-part digital series **THE AMAZING PLAY** from Webber Naturals, the physicality and science behind some of the most epic challenges seen on **THE AMAZING RACE CANADA** are broken down. Webber Naturals' Naturopathic Doctor, Dr. Joyce Johnson, takes viewers through a play-by-play of what is physically required by the racers to complete certain challenges. The digital series premieres online during Season 7 on CTV.ca.

"As Canada's most-watched summer series for six consecutive years, **THE AMAZING RACE CANADA** continues to provide a premium sponsorship opportunity for our partners," said Laird White, Director, Brand Partnerships, Bell Media. "Even with a record number of partners for our seventh season, we continue to explore ways to naturally incorporate brands into the show and further their exposure through auxiliary content supported across our digital and social platforms."

CTV Brand Partnerships continues to work with partners to create innovative, engaging content across all broadcast, digital, and social platforms. Season 7 will kick off the race with new teams and challenges, keeping Canadians on the edge of their seats the entire race. To learn more about the 10 teams competing this season, visit [The Lede](#).

Last summer, the sixth season of **THE AMAZING RACE CANADA** had an average audience of 1.8 million viewers per week. For six consecutive years, **THE AMAZING RACE CANADA** earned the title of Canada's most-watched summer series.

## **SOCIAL MEDIA LINKS**

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### **About Chevrolet Canada**

Founded in 1911 in Detroit, Chevrolet is one of the world's largest car brands, doing business in more than 100 countries and selling more than 4.0 million cars and trucks a year. Chevrolet provides customers with fuel-efficient vehicles that feature engaging performance, design that makes the heart beat, passive and active safety features and easy-to-use technology, all at a value. More information on Chevrolet models can be found at [Chevrolet.ca](https://www.chevrolet.ca), on Facebook at [Facebook.com/chevroletcanada](https://www.facebook.com/chevroletcanada) or by following @ChevroletCanada on [Instagram](https://www.instagram.com) and [Twitter](https://www.twitter.com).

### **About Dempster's**

For more than 100 years, Dempster's has been made by Canadians, for Canadians, in 12 bakeries from coast to coast. As a part of Bimbo Canada (formerly Canada Bread), Dempster's produces a wide variety of high-quality baked goods using Canadian wheat flour. Dempster's puts their best into everything they bake, so you can taste Canada in every bite. This means including more than just quality ingredients – it also means adding Canadian values, like kindness, hard work and commitment. This is why Dempster's is truly Made By Canada.

### **About Paramount Pictures Corporation**

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB, VIA), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Television, and Paramount Players. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

### **About The Royal Ontario Museum**

Opened in 1914, the Royal Ontario Museum showcases art, culture and nature from around the world and across the ages. Among the top 10 cultural institutions in North America, Canada's largest and most comprehensive museum is home to a world-class collection of 13 million art objects and natural history specimens, featured in 40 gallery and exhibition spaces. As the country's preeminent field research institute and an international leader in new and original findings, the ROM plays a vital role in advancing our understanding of the artistic, cultural and natural world. Combining its original heritage architecture with the contemporary Daniel Libeskind-designed Michael Lee-Chin Crystal, the ROM serves as a national landmark, and a dynamic cultural destination in the heart of Toronto for all to enjoy. For more information, please visit [www.rom.on.ca](http://www.rom.on.ca)

### **About The Source**

The Source is Canada's largest tech retailer, with over 400 locations nationwide. Our knowledgeable tech experts give consumers great advice on all the latest top brand tech, including; mobile phones, smart home, home entertainment, home office and audio products. For more information, visit one of our stores or [thesource.ca](http://thesource.ca).

### **About Dairy Farmers of Ontario (DFO)**

DFO is the marketing group for the largest sector of Ontario agriculture and is proudly owned and operated by Ontario's dairy farming families. [dairydoneright.ca](http://dairydoneright.ca) | [rechargewithmilk.ca](http://rechargewithmilk.ca)

### **About Expedia**

Expedia is one of the world's largest full-service travel sites, helping millions of travellers per month easily plan and book travel. Expedia aims to provide the latest technology and widest selection of top vacation destinations, affordable airfare, hotel deals, car rentals, destination weddings, cruise deals and in-destination activities, attractions, services and travel apps. ©2019 Expedia, Inc. All rights reserved. Expedia and the Airplane logo are either trademarks or registered trademarks of Expedia, Inc. in the U.S. and other countries. Other product and company names mentioned herein may be the property of their respective owners. Visit our web site <https://www.expedia.ca> or use our mobile app to book cheap flights, hotels, and packages.

### **About Shell Canada Limited**

Shell has been operating in Canada for over 100 years and employs more than 4,000 people across the country. Our business is providing energy to Canadians and people around the world, and we are one of the few truly integrated energy companies in Canada. Learn more at [www.shell.ca](http://www.shell.ca).

### **About Webber Naturals**

Since 1948, Canadian families have relied on Webber for quality vitamins. Webber Naturals grows their own organic herbs in BC's Okanagan Valley and searches the globe for the best raw materials for their supplements. Canadian owned and operated, Webber Naturals is Canada's #1 brand of Joint Care supplements. They hold to the highest standards for quality, purity, and potency at every step, from seed to shelf. More information about Webber Naturals products can be found on the company's website [webbernaturals.com](http://webbernaturals.com).

### **About Clif Bar & Company**

Clif Bar & Company crafts nutritious and organic food including the CLIF® BAR® energy bar; CLIF Kid®, Nourishing Kids in Motion® and LUNA®; The Whole Nutrition Bar. Family and employee-owned, the company is committed to sustaining its people, brands, business, community and the planet. For more information on Clif Bar & Company, please visit [www.clifbar.ca](http://www.clifbar.ca), check out our Facebook page at [facebook.com/clifbar](https://facebook.com/clifbar) and follow us at [twitter.com/clifbar](https://twitter.com/clifbar) and [instagram.com/clifbar](https://instagram.com/clifbar).

### **About CTV**

CTV is Canada's #1 private broadcaster. Featuring a wide range of quality news, sports, information, and entertainment programming, CTV has been Canada's most-watched television network for the past 18 years in a row. CTV is a division of Bell Media, Canada's premier multimedia company with leading assets in television, radio, digital, and Out-of-Home. Bell Media is owned by BCE Inc. (TSX, NYSE: BCE), Canada's largest communications company. More information about CTV can be found on the network's website at [CTV.ca](http://CTV.ca).

Source: Numeris, Summer 2018 (May 27 – Sep 15, 2018), A25-54. Based on commercial stations.

– CTV –

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