

YMCA and YTV team up to champion healthy and active kids

Corus commits over \$600,000 in media support to YMCA's Strong Kids campaign launching February 15

TORONTO, Feb. 10 /CNW/ - YMCA (Canada) and Corus Entertainment announced today a new multi-year partnership between YTV and the YMCA created to encourage kids and their families to get healthy through YMCA's Strong Kids program. Kicking off February 15, YMCA Strong Kids is an annual fundraising effort established to enable young people and their families from across the country to participate in YMCA programs.

With a commitment from Corus of over \$600,000 in media support, the campaign rolls out across Corus' radio stations and television channels, including YTV - seen in over 10.5 million homes - CMT and W Network. As part of the campaign, both companies are reaching out through their online assets, print materials and in print outlets to raise awareness for this initiative and the benefits of healthy active living.

"The YMCA is delighted to work with Corus Entertainment to shine a spotlight on the health and well-being of Canada's children and youth," said Scott Haldane, President and CEO of YMCA Canada. "This is the first generation that is not expected to live as long as their parents. We have to take action to reverse these trends now."

"By harnessing the full strength of our media assets to reach kids and their families, Corus Entertainment can play an important role in encouraging families to make healthy, active living a part of their daily lives," said Paul Robertson, President, Television, Corus Entertainment. "Together with the YMCA, our intent is to ensure that through the YMCA Strong Kids campaign, every child has access to programs that will result in a healthier Canada for future generations. And we're committed to that goal."

Beginning February 15, this multi-faceted campaign launches with a 30-second television spot and a 15-second spot narrated by Academy Award(R)-winning actress Marcia Gay Harden. These public service announcements will be broadcast on Corus' specialty channels and will run until the end of March, 2010. Click here (http://stream1.corusent.com/TV/ytv/YMCA_PSA_SPOT_COMPILATION_AWEB.wmv) to see the spots. To engage kids in this effort, YTV's popular afterschool block The Zone, hosted by Carlos will visit the Y and offer up tips on healthy active living and educate viewers about YMCA Strong Kids and the YMCA. In addition, 50 Corus radio stations across Canada will broadcast the YMCA Strong Kids spots throughout the campaign period. Marshalling YMCA's own significant resources, the organization is spreading the word on YMCA Strong Kids through its website, its newsletter and membership materials as well as with posters, ceiling dangles, brochures and pledge cards distributed through YMCA program centres across the country.

The second phase of the partnership will roll out in March, online on YTV.com and Treehousetv.com with the launch of a new Get Your Rear in Gear mini-site dedicated to healthy active living with links to YMCA locations. In the coming months, kids will also find healthy tips sponsored by YMCA Strong Kids in the pages of the popular kids magazine, The Magazine; and upcoming issues of YTV's online e-newsletter, which reaches over 200,000 kids, will link readers back to the new Get Your Rear in Gear website.

For YTV and YMCA, the goal is clear: Stronger kids, for a stronger Canada.

About the YMCA

The YMCA is dedicated to the growth of Canadians in spirit, mind and body, and in a sense of responsibility to the global community. As one of Canada's oldest and largest charities, the YMCA serves more than 1.9 million people of all backgrounds, abilities and stages of life including, 830,200 children and youth under the age of 17. The YMCA offers a range of programs designed to respond to community needs, including: youth employment; community outreach; newcomer services; health, fitness and recreation; international development; child care; and day and resident camping. Experience YMCA Strong Kids at www.ymcastrongkids.ca and to learn more about the YMCA go to www.ymca.ca.

About Corus Entertainment Inc.

Corus Entertainment Inc. is a Canadian-based media and entertainment company. Corus is a market leader in specialty television and radio with additional assets in pay television, advertising services, television broadcasting, children's book publishing and children's animation. The company's multimedia entertainment brands include YTV, Treehouse, W Network, CosmoTV, VIVA, Movie Central, HBO Canada, Nelvana, Kids Can Press and radio stations including CKNW, CKOI and Q107. Corus creates engaging branded entertainment experiences for its audiences across multiple platforms. A publicly traded company, Corus is listed on the Toronto (CJR.B) and New York (CJR) exchanges. Experience Corus on the web at www.corusent.com.

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