



tiny
Talent Time★

CHCH Reveals Details For The Return Of *Tiny Talent Time*

Sponsorship Opportunities Now Available

TORONTO, SEPTEMBER 26, 2013... As initially announced in June, CHCH TV is bringing back the iconic *Tiny Talent Time* - one of the longest running and most-loved family shows in Canadian history as part of its 60th Anniversary celebrations. *Tiny Talent Time* takes us back to a refreshing era of tap-dancing tots and pint-sized magicians sharing their developing talents, just for the fun of it.

CHCH will air a minimum of eight new 30-minute weekly episodes of *Tiny Talent Time* beginning Saturday, June 7, 2014 at 8 p.m. with an encore presentation at 5:30 p.m. on Sundays. The episodes will also be archived and broadcast online.

An Ontario-wide casting call for children under 12 years begins October 1 and runs until November 30 through online video submissions at www.chch.com/tinytalenttime.

“Since announcing our plans to bring back *Tiny Talent Time*, we have received such incredible feedback from the public,” stated Jennifer Chen, Channel Zero’s vice-president of programming. “We think sponsors will have a similar response and will see how the show provides a great opportunity to align themselves with a cherished and respected family brand.”

Sponsorships for *Tiny Talent Time’s* comeback season include:

- Casting Call: Sponsor will be included in a TV and online campaign inviting people to apply to be on the show and submit a video of their “Tiny Talent” online at chch.com.
- Presenting Sponsor: Presenting Sponsor of *Tiny Talent Time* includes TV promo spots, billboards and brand support during each broadcast, online presence on the show site at chch.com and in CHCH’s external marketing campaign.
- Green Room: The story of participants in every episode from a sponsor-branded interview room.
- Prizing Partnerships: Everyone is a winner on *Tiny Talent Time* - advertisers are invited to be integrated into each episode as a prize sponsor by providing product or brand-named cash prizes to celebrate the efforts of each participant.

- **Make-up Room:**
 - **Make-up Room Integration:** The host will take the camera backstage to participants as they get ready to perform. Client make-up, hair or wardrobe products and signage will be passively integrated into the shot.
 - **Make-up Room Custom Content Integration:** Advertisers are invited to collaborate with CHCH to produce a series of custom product demos with *tips & tricks* of how to achieve specific looks. Demos will air in commercial breaks during each episode and will be available anytime online in a client-branded *Get the Look* section on the show site.

- **Watch & Win Customized Consumer Contest:** Everyone is a winner on ***Tiny Talent Time***, and advertisers are invited to create a turn-key consumer contest giving audiences and fans the chance to Watch & Win too! CHCH will collaborate with clients to develop, host and execute the contest for the client's brand.

Further details on the program will be provided in the coming months.

About CHCH

CHCH started broadcasting in 1954 and is proud to be the news leader for Hamilton and the surrounding Halton and Niagara regions. CHCH produces more original news programming than any other local television station in North America. With a primetime line-up anchored by movies, news magazine shows, and hit dramas, CHCH is available to over 92% of Ontario households and is viewed by millions nationally each week. For more information, please visit www.chch.com.

About Channel Zero

Channel Zero is an independent Canadian media company that owns over-the-air channel [CHCH Ontario](#) and a growing bouquet of specialty channels including [Rewind](#), [Silver Screen Classics](#) and [Fight Now! TV](#) – the first 24/7 combat sports channel to air in the U.S. The company is parent to *Channel Zero Digital*, which owns popular sites [Andpop](#) and [ChartAttack](#), and the digital companions of its broadcast brands. *Channel Zero World Media* operates [Bollywood Times](#), [Mehndi TV](#) and Halla Bol – Canada's first South Asian HD TV channels. Channel Zero also operates [Ouat Media](#), an Academy Award® winning film sales and distribution company. For more information, please visit www.tvchannelzero.com.

-30-

For more information contact:

John Settino
The iPR Group
john@theiprgroup.ca
416-850-2524