



help the Idols
build a house



Canadian Idol to Support Ronald McDonald House Charities® of Canada

- "Help the Idols Build a House" Campaign Starts Today -

Toronto, ON (July 9, 2007) – CTV and McDonald's Restaurants of Canada Limited announced today an exclusive partnership in support of Ronald McDonald House Charities® of Canada (RMHC®). Starting today, and continuing throughout the series' summer broadcast on CTV, **Canadian Idol** will embark on a charity venture to help build North America's first Ronald McDonald® Family Retreat on Vancouver Island's Bear Mountain Resort. It is the first time Canada's most-watched summer series has formally become involved in a charitable initiative.

The "Help the Idols Build a House" campaign will feature opportunities throughout the summer for Canadians to donate to the cause, including an online auction which launched today.

**** Media Note ** Download all-new photos for *Canadian Idol* including renderings of the Ronald McDonald Family Retreat at idolpix.ca.**

"**Canadian Idol** not only has the power to inspire, but also to heal," said Susanne Boyce, CTV President of Programming and Chair of the CTV Media Group. "Through this great partnership with McDonald's Canada, **Canadian Idol** can help leave a lasting legacy for sick children and their families."

"We're thrilled to be teaming up with CTV and the cast of *Canadian Idol* to carry on our tradition of helping kids and supporting families," said Louie Mele, President of McDonald's Restaurants of Canada Limited and Member of the Board, RMHC. "The Ronald McDonald Family Retreat is an entirely new concept for McDonald's and RMHC in Canada that will really help families with sick kids focus on their emotional needs following particularly difficult times."

In tonight's episode of **Canadian Idol**, host Ben Mulroney and former **Canadian Idol** champion Melissa O'Neil introduced viewers to the "Help the Idols Build a House" campaign. Thanks to a generous donation of a two-acre plot of land from Bear Mountain Resort in British Columbia, the Ronald McDonald Family Retreat will offer families who have stayed at one of the 12 Ronald McDonald Houses in Canada the opportunity to spend time together, free of charge, in a setting where they can focus solely on each other and begin to get their lives back on track.

The first of many opportunities for Canadians to get involved and "Help the Idols Build a House" is an online auction that launched today at **Canadian Idol's** official website, idol.ctv.ca. Viewers can bid online for a series of exclusive experiences including backstage passes to meet the 2007 **Canadian Idol** finalists, a romantic weekend for two in Quebec City, a ride in the CTV helicopter and a behind the scenes experience with TSN during a CFL game. Also up for bid is

a soccer ball autographed by Rod Stewart, a signed and framed NASCAR flag and autographed jerseys by Tomas Kaberle, Ryan Smyth, Dany Heatley and Dion Phaneuf, to name a few. All items can be viewed at idol.ctv.ca and all bids must be in by Wednesday, July 18 at midnight. A second online auction will be held later this summer.

The 12 Ronald McDonald Houses across Canada, which are independently owned and operated by not-for-profit organizations, provide a home-away-from-home for out-of-town families of children undergoing treatment at nearby hospitals. They rely on the support from many donors in their communities and receive financial and in-kind support from Ronald McDonald House Charities. The introduction of the Retreat concept is a natural extension of RMHC's mission, whose administrative and operating costs are covered entirely by McDonald's Restaurants of Canada Limited, which ensures that 100 per cent of every dollar donated to the charity goes directly towards helping children in need and their families.

Canadian Idol continues tomorrow, **Tuesday, July 10 at 9 p.m. ET/PT** and at a new time on **Wednesday, July 11 at 9:30 p.m. ET/PT**, at which time the 2007 ***Canadian Idol*** Top 10 will be revealed.

Canadian Idol was created by Simon Fuller and is produced in association with CTV by Insight Productions. John Brunton and Barbara Bowlby are Executive Producers. Rick Lewchuk is CTV's Senior Vice-President, Program Planning and Promotion. Ed Robinson is CTV's Senior Vice-President, Comedy and Variety. Susanne Boyce is CTV President of Programming and Chair of the CTV Media Group.

FremantleMedia is one of the largest international creators and producers of programme brands in the world, with leading prime time drama, serial drama, entertainment and factual entertainment programming in over 40 territories. FremantleMedia has production offices in over 20 countries worldwide, providing local sales and production support for its international TV brands such as *Idols* and the world's longest running game show, *The Price is Right*.

The company's licensing operation, FremantleMedia Licensing Worldwide, exploits FremantleMedia's many strong brands across multiple off-screen platforms including merchandising campaigns, interactive and wireless support, home entertainment and music publishing. Fremantle International Distribution, the company's international distribution division licenses over 19,000 hours of programming to 150 countries worldwide. FremantleMedia is the content arm of the RTL Group, Europe's largest television and radio broadcast company. For further information please see FremantleMedia's website www.fremantlemedia.com.

About McDonald's® Canada

McDonald's® is the leading foodservice company in the world. McDonald's Restaurants of Canada Limited and its Canadian franchisees own and operate more than 1,400 restaurants and employ more than 77,000 Canadians coast to coast. Approximately 65 per cent of McDonald's Canadian restaurants are locally owned and operated by independent entrepreneurs. For more information about McDonald's Canada, visit the company's web site at www.mcdonalds.ca.

About Ronald McDonald House Charities®

Ronald McDonald House Charities® of Canada (RMHC®) is a registered charity that is dedicated to helping children with serious illnesses or disabilities, and their families, lead happier and healthier lives. RMHC achieves this by supporting each Canadian Ronald McDonald House®, the Ronald McDonald Family Room™ Program and by awarding grants to many other children's charities across the country. Since its inception in 1982, RMHC Canada has awarded more than \$47 million in grants benefiting thousands of children and families in more than 600 communities.

About CTV

CTV, Canada's largest private broadcaster, offers a wide range of quality news, sports, information, and entertainment programming. It has the number-one national newscast, *CTV National News With Lloyd Robertson*, and is the number-one choice for prime-time viewing. CTVglobemedia Inc. is Canada's premier multi-media company which owns CTV Inc. and The Globe and Mail. CTV Inc. also owns radio stations across the country, and leading national specialty channels. Other CTVglobemedia investments include an interest in Maple Leaf Sports and Entertainment, and in Dome Productions, a North American leader in the provision of mobile high definition production facilities. More information about CTV may be found on the company website at www.ctv.ca.

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