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-  To Celebrate Canadian Excellence.
-  To inspire the next generation of emerging Canadian talent.
-  To weave Canadian success stories into our cultural fabric.
-  To knock people's socks off!



What are our viewers looking for?

With 82% of Canada's Walk of Fame viewers owning their homes, viewers are definitely in the market for:

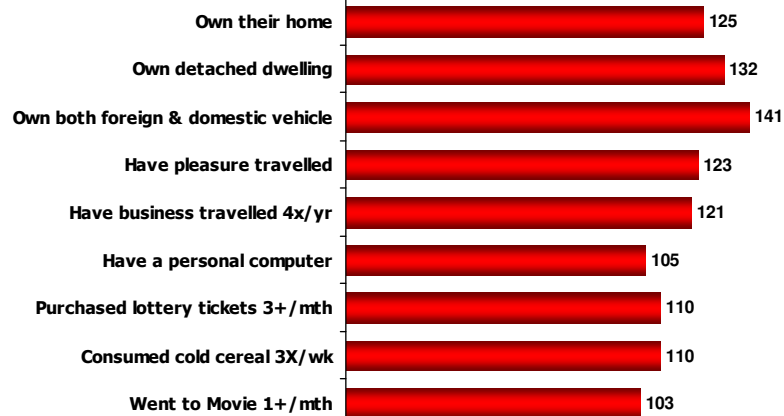
- Property insurance
- Home Furnishings/decor
- Renovation supplies/stores
- Home phone services
- Appliances
- Gardening supplies

67% of the viewers have travelled for pleasure making them very receptive to messages for:

- Vacation destinations
- Airlines & Hotels
- Travel insurance
- Luggage companies
- Traveler's vaccinations

Profile of Canada's Walk of Fame Viewer

% of A25-54 viewer indexed to TV pop M-Su 6a-6a/FL08 (Sep 8-Dec 14/08)
BBM-NMR Data, English Canada, Sep7/08



With 82% of the sampled viewers consuming cold cereal weekly, they are targets for any home breakfast options:

- Breakfast shakes
- Hot cereals
- Ready cooked bacon
- Bread & cheese products
- Coffee & tea
- Juice