



**For immediate release**

## **INSIGHT'S YOUNGSTER COLLABORATES WITH SICKKIDS TO PRODUCE TRUSTED HEALTH CONTENT FOR PARENTS**

**– Youngster, Insight Productions' Digital Media Co., launches videos today**

**– Youngster and SickKids strike an exciting new alliance to better inform Canadian parents on a variety of child health topics**

**TORONTO, ON (November 7, 2019)** – Youngster, Insight Productions' parenting-focused lifestyle brand, and The Hospital for Sick Children (SickKids), Canada's preeminent paediatric hospital, have collaborated to produce video content about kid's health. This collaboration combines leading experts at SickKids, who have the most current paediatric knowledge, with Youngster's deep understanding of the current parent mindset, creativity, branding, and production expertise. The result is thumb-stopping digital videos packaged in sleek, digestible, and trusted bites for the next generation of parents and their children.

### **YOUNGSTER SIZZLE**

"SickKids' reputation is second to none," said John Brunton, Chairman and CEO of Insight Productions and Youngster. "We're honoured they've chosen to partner with Youngster on this unique project and to create videos tailored for a generation of young parents."

"SickKids and Youngster have a shared purpose in wanting to arm Canadian parents with trusted answers they can feel confident about," says Lori Davison, VP Brand Strategy and Communications, SickKids Foundation. "The information is generated from the very latest research and knowledge coming from the top paediatric experts in the world and presented in a straightforward manner that parents can really use. This video series has been developed to help parents who want to make sure their kids are raised for the best possible health outcome and future happiness."

This exclusive collaboration marks the debut of Youngster content and the soft launch of the Youngster brand. Youngster launched in 2017 after Insight identified a massive under-served community of parents looking to consume video-first content. In a society that is rapidly changing, you need parenting advice that can keep up. This is where Youngster comes in. It is the ultimate resource guide for today's modern parent. No matter your child's age or family dynamic, Youngster offers straightforward, honest answers. It is high value content curated to

be the most informative, while entertaining and educating those seeking instant access to trusted parenting advice.

Each piece of short form digital video, designed for online consumption, addresses common concerns from parents – from the benefits of physical exercise to tips on how to sleep train your children. Youngster utilizes SickKids expertise to give parents actionable and pointed advice on their most pressing health concerns, delivered in an approachable and compassionate tone which allows the audience to begin a natural conversation about parenting. Just take a look!

### **TOP 3 BENEFITS OF PHYSICAL ACTIVITY**

Youngster is the parenting media brand that connects the next generation of parents with the world's biggest voices in parenting, like SickKids. It is a one-stop shop for advertising - offering brands the unique opportunity to work directly with teams of seasoned storytellers and brand specialists to share their unique story with the rest of the world. Youngster is armed with a dedicated production editorial team, in-house tech and social-media talent, family experts, and reliable doctors to create original and ground-breaking content in the digital space.

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### **About Youngster**

The trusted resource for all things parenting. Youngster informs, educates and entertains – whether you've been a parent for two days, two months, two years or two decades. Designed to be inclusive of every family dynamic, we create and deliver the highest quality content in ways that are instructive, engaging and fun. We curate high-value content for those seeking instant access to trusted parenting wisdom. Our deep commitment is to support parents during every moment of both bewilderment and beauty along the wondrous, yet often winding, road of parenting. Heading up Youngster are Insight's award winning executive producers, CEO John Brunton and CCO Erin Brock. Alongside Brunton and Brock are: Tanya Low, Head of Development, Jessica Brunton, Head of Production, Chief Business Officer, Rahmiel Rothenberg, Anthony Matkovic, Head of Brand Partnership, Alicia Moretto Forrest, Project Manager, and Greg Milo, Content Manager. For more information, visited us at: [www.myyoungster.com](http://www.myyoungster.com)



### **About SickKids Foundation**

Established in 1972, SickKids Foundation raises funds on behalf of The Hospital for Sick Children (SickKids) and is the largest charitable funder of child health research, learning and care in Canada. Philanthropy is a critical source of funding for SickKids – one of the world's foremost paediatric health-care institutions. For more information, please visit [www.sickkidsfoundation.com](http://www.sickkidsfoundation.com).

### **About Insight Productions**

Insight Productions, known for its award-winning ratings juggernauts, is Canada's most established content producer and an industry leader in the development, financing, and production of hit programming, both scripted and unscripted, as well as digital content. With thousands of hours of programming under its belt, the company has created some of the most dynamic and top-rated programs in the world including THE AMAZING RACE CANADA – the most watched Canadian show on record, social media phenomenon and ratings hit – BIG BROTHER CANADA, Canada's national music award show - THE JUNO AWARDS, TOP CHEF CANADA, INTERVENTION and original formats BATTLE OF THE BLADES, I DO, REDO and THE LAUNCH. Insight's scripted programming includes award-winning READY OR NOT, FALCON BEACH, HATCHING, MATCHING & DISPATCHING, A CHRISTMAS FURY, BUT I'M CHRIS JERICO! and THE JON DORE TELEVISION SHOW along with feature documentaries HOW TO CHANGE THE WORLD and GORDON LIGHTFOOT: IF YOU COULD READ MY MIND. In 2017, Insight produced THE TRAGICALLY HIP: A NATIONAL CELEBRATION, a live concert special watched by one in three Canadians. Insight Productions was founded in 1979 and has since created thousands of hours of ground-breaking content. For more information on Insight Productions, please visit [www.insighttv.com](http://www.insighttv.com) or on Twitter @insightprod or Facebook [www.facebook.com/InsightProductions](https://www.facebook.com/InsightProductions).

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