

Les mains dans les plats, a new Web reality series by Coup de pouce and Recettes du Québec

Montreal, January 21, 2015 – To encourage parents to cook with their kids, *Coup de pouce* and *Recettes du Québec* are launching *Les mains dans les plats*, a 12-episode series that can be watched on the Web. Prepare yourself, the kids take over the kitchen! This brand-new series, an original concept produced by TC Media in partnership with Dairy Farmers of Canada and ad agency kbs+, sells parents on the idea of including their kids in the planning, preparation and sharing of meals.

The episodes are hosted by young actor Elliot Miville-Deschênes, most recently seen on “La Galère,” and are filmed in the kitchens of each parent-child pair. The first three episodes can be watched now on coupdepouce.com/cuisinerenfamille and recettes.qc.ca/cuisinerenfamille. The rest of the Web series will be shown in three seasonally-based phases.

“The recipes are simple, practical and can be prepared in less than 30 minutes. The idea is to get parents interested in cooking with their kids and sharing their knowledge of cooking in a fun way,” says Geneviève Rossier, Brand Director and Editor-in-Chief of *Coup de pouce*. “We are really proud of this playful and entertaining web series, which will be very useful for mom, dad ... and the kids!”

To complement the episodes, the *Coup de pouce* website (coupdepouce.com/cuisinerenfamille) presents the recipes cooked, additional recipes, as well as articles and advice about cooking as a family. *Recettes du Québec* (recettes.qc.ca/cuisinerenfamille) contributes 15 recipes and articles on the theme of each episode, along with tie-in recipes from Dairy Farmers of Canada.

In addition, to encourage readers to explore cooking at home with their kids, *Coup de pouce* magazine will add a “Kid-Friendly” icon to certain steps in the preparation of one recipe each month.

Coup de pouce

Quebec’s Number 1 magazine and website with more than 1 million¹ loyal readers and 584,000 unique visitors per month², *Coup de pouce* has been the flagship publication of the Quebec magazine industry for 30 years. Known as a practical magazine *par excellence*, *Coup de pouce*, supported by a passionate, curious and creative team, has always been true to its mission of helping women and their families adjust to the changing demands of contemporary life. *Coup de pouce* makes life easier.

¹ Source: PMB Fall 2014, French Quebec, 12+

² Source: ComScore September 2014

Recettes du Québec

Recettes.qc.ca is Quebec's leading culinary website. To accompany its 25,000+ recipes and serve its 340,000 members, the site offers a virtual cookbook and community platform where users can exchange pointers and recipe ideas. Recettes.qc.ca also provides interesting articles on techniques and trends, where foods come from, and nutritional and cooking advice. It is a popular meeting place for people who love cooking and want to share their passion and expand their knowledge.

About TC Media

TC Media is a leading provider of media and interactive marketing solutions in Canada, employing over 3,500 people. The sector reaches most Canadian consumers through a wide range of print and digital publishing products in French and English: newspapers, educational books, consumer magazines, trade publications, retail promotional content, mass and personalized marketing, mobile and interactive applications and geotargeted door-to-door and digital distribution services.

TC Media is a division of Transcontinental Inc. (TSX: TCL.A TCL.B), which has over 8,500 employees in Canada and the United States, and revenues of C\$2.1 billion in 2014. Website www.tc.tc.

- 30 -

For more information or interview requests:

TC Media

Patricia Robichaud

Senior Advisor, Communications

TC Media

Telephone : 514 392-2010

patricia.robichaud@tc.tc