



PROPER TELEVISION
A BOAT ROCKER COMPANY



BOAT ROCKER

NOW CASTING CANADIAN REGIONAL CAKE-MAKERS TO SHOW OFF THEIR PROUDEST CREATIONS

Select Bakers from Across Canada to Appear in New Original Competition Series
From Boat Rocker's Proper Television

[CLICK HERE TO APPLY](#)

FOR IMMEDIATE RELEASE

TORONTO, ON (May 16, 2022) – Boat Rocker's Proper Television has officially started its search for Canadian cake-makers who produce incredibly Instagram-able creations for its new original competition series for a major television network. Selected bakers will have the opportunity to show off their proudest cakes to professional judges at local venues in cities across Canada.

The new series shines the spotlight on impressive, undiscovered talent who connect with their community through their cake artistry. The competition format uncovers each area's most talented bakers to present their greatest edible creation that shows their range of abilities and tells a story about who they are through cake. In the end, they have the chance to be named Canada's best cake-maker and receive a cash prize.

Cake-makers are asked to submit their application online now at CrossCountryCakeOff.ca

Proper Television is Canada's go-to producer of hit food programming, producing original series such as JUNIOR CHEF SHOWDOWN (Food Network Canada, Hulu), and the multiple Canadian Screen Award-winning series MARY MAKES IT EASY (CTV Life Channel, Food Network) and MARY'S KITCHEN CRUSH (CTV); plus big international formats like MASTERCHEF CANADA (CTV, Cooking Channel), THE GREAT CANADIAN BAKING SHOW (CBC, Netflix) and IRON CHEF CANADA (Food Network Canada).

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About Proper Television

Since opening its doors in 2004, Proper Television has become one of Canada's most successful production companies. Proper works across a wide range of genres, including reality, lifestyle, documentary and specialist factual programming. The company's ratings-grabbing slate includes a mix of originals: *Motel Makeover* (Netflix), *Vegas Rat Rods* (Discovery, Velocity), *Mary Makes It Easy* (CTV, Food Network US), *Family Home Overhaul* (HGTV Canada, Hulu); along with big international formats: *MasterChef Canada* (CTV, Cooking Channel US), *The Great Canadian Baking Show* (CBC, Netflix), and *Iron Chef Canada* (Food Network, Discovery Plus). In 2017 Proper Television became a division of Boat Rocker Media.

About Boat Rocker

Boat Rocker (TSX: BRMI) is the home for creative visionaries. An independent, integrated global entertainment company, Boat Rocker's purpose is to tell stories and build iconic brands across all genres and mediums. With offices around the world, Boat Rocker's creative and commercial capabilities include Scripted, Unscripted, and



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Kids & Family television production, distribution, brand & franchise management, a world-class animation studio, and talent management through Untitled Entertainment. A selection of Boat Rocker's projects include: *Invasion* (Apple TV+), *Orphan Black* (BBC AMERICA, CTV Sci-Fi Channel), *Dear...* (Apple TV+), *Billie Eilish: The World's a Little Blurry* (Apple TV+), *The Next Step* (BBC, Family Channel, CBC), *Daniel Spellbound* (Netflix), and *Dino Ranch* (Disney+, Disney Junior, CBC). For more information, please visit www.boatrocker.com.