

FOR IMMEDIATE RELEASE:



**WORLD-RENOWNED CANADIAN SUPERMODEL COCO ROCHA NAMED HOST OF NEW DIGITAL SERIES, CANADA'S BEST BEAUTY TALENT**

- Six-part, original web series by Rogers Media and L'Oréal Canada to discover Canada's most talented hair and makeup artists -
- Vancouver-born fashion icon is the first to join the cast of the series, launching April 2012 -
- Judging panel and guest experts to be announced in the coming weeks -

(TORONTO – February 27, 2012) Since the start of her meteoric rise to stardom in 2006, Coco Rocha has taken the fashion world by storm. Now, Rocha will lend her beauty expertise to a new audience as host of the all-new, digital, reality series from Rogers Media and L'Oréal Canada, **Canada's Best Beauty Talent**. This six-part original web series highlights the nation's most promising hair and makeup artists as they compete for the coveted title of Canada's Best Beauty Talent. The webisodes will debut this April following the *Canada's Got Talent* television broadcasts on Citytv. Additional details will be revealed in the coming weeks.



Photo credit: Chris Nicholls

Images and biography available at [www.bestbeautytalent.com](http://www.bestbeautytalent.com)

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"Canada has always had a strong output of fashion talent," said Rocha of her new role as host on *Canada's Best Beauty Talent*. "Many of the world's best-known models and designers are Canadian-born and I am tremendously excited to now be part of a show that recognizes and celebrates top-tier beauty talent in Canada."

Rocha, who grew up in Vancouver, B.C., has obtained international recognition for her work as a runway model, cover girl, spokesperson and red carpet fashion correspondent. Having worked with some of the most recognized and acclaimed fashion and beauty editors, photographers and designers in the world, Rocha will provide the guidance and support that the contestants of **Canada's Best Beauty Talent** will need to succeed not only in the competition, but also in the beauty industry.

"We are ecstatic to have Coco as the host for Canada's Best Beauty Talent," said Jacqueline Loch, Vice-President of Client Solutions, Rogers Media. "As a home-grown Canadian and

internationally-renowned fashion and style talent, Coco symbolizes the incredible success one can achieve when given the opportunity – exactly what Canada’s Best Beauty Talent represents.”

"Ms. Rocha's international flair and beauty savvy will amplify the dynamic energy of Canada's Best Beauty Talent," said Marie-Josée Lamothe, Vice-President and Chief Marketing & Corporate Communications Officer of L'Oréal Canada.

Discovered by a modelling scout at an Irish dancing competition, Rocha landed her first major appearance on the cover of *Vogue Italia*'s March 2006 issue. From there, she went on to walk the runway for noted designers Marc Jacobs, Versace, Prada and Chanel, to name a few. Rocha is also frequently featured on the pages of top fashion magazines around the world – including *Vogue*, *Bazaar*, *Allure* and Rogers Media's own *FLARE*, among others – and has served as a red carpet fashion correspondent for the 2010 Grammy® Awards and 2010 Video Music Awards. In December 2009, *Vogue Paris* named Rocha one of the Top 30 models of the decade. The following year, she was awarded *Marie Claire*'s Prix d'Excellence as their 'Model of the Year' and, just three months later, was presented the Elle Style Award for 'Model of the Year' by Boy George. Most recently, Rocha was named one of the guest stars in a glamorous global advertising campaign for L'Oreal Paris Preference hair colour.

“As our new model for the L'Oréal Paris brand, we look forward to this continued relationship with Coco and the invaluable knowledge and recognition she brings with her,” said Hugo Thibault, Brand Communications Director for L'Oréal Paris in Canada.

As determined as she is successful, Rocha is also a strong advocate of promoting a healthy body image and sits on the advisory board for The Model Alliance, which works to establish basic worker rights for models.

Rocha will be joined on **Canada's Best Beauty Talent** by additional high-profile judges and guest experts, all of whom will be announced in the coming weeks.

**Canada's Best Beauty Talent** is the first talent search of its kind in Canada to be featured solely on a digital media platform and will showcase a variety of the country's most skilled and promising beauty artists. Each webisode will see hair and makeup stylists teamed up to create a specific look, corresponding with the theme of each week's challenge, in hopes of impressing the panel of judges and being named **Canada's Best Beauty Talent**. This original digital series is a celebration of the thriving Canadian beauty industry and its multitude of skilled professionals.

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### **About L'Oréal Canada**

L'Oréal Canada is a wholly-owned subsidiary of L'Oréal Group, the largest cosmetics company in the world. Headquartered in Montreal, L'Oréal Canada has sales over \$850 million and employs more than 1,200 people. The company's prestigious brand portfolio of over 25 brands includes Kérastase, L'Oréal Professionnel, Redken, Matrix, L'Oréal Paris, Garnier, Maybelline New York, Essie, Ombrelle, Lancôme, Biotherm, Yves Saint-Laurent, Giorgio Armani, Ralph Lauren, Stella McCartney, Kiehl's Since 1851, Viktor & Rolf, shu uemura, Diesel, Roger & Gallet, Vichy, SkinCeuticals, La Roche-Posay Laboratoire Pharmaceutique, Clarisonic.

### **About Rogers Media**

Rogers Media Inc., a division of Rogers Communications Inc., (TSX: RCI; NYSE: RCI), operates Rogers Broadcasting Ltd. and Rogers Publishing Ltd. Rogers Broadcasting has 55 AM and FM radio stations across Canada. Television properties include five Citytv stations, five OMNI multicultural television stations, Sportsnet (consisting of four regional channels and the

nationally-distributed Sportsnet ONE), and The Shopping Channel, a televised and internet shopping service. Rogers Publishing produces many well-known consumer magazines, such as Maclean's, Chatelaine, Flare, L'actualité, and Canadian Business, and is the publisher of a number of leading industry, medical and financial publications. All media properties are integrated with their own popular websites. Rogers Media Inc. owns Rogers Centre stadium, year-round sports and entertainment facility, and the Toronto Blue Jays Baseball Club.

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For more information, please contact:

Stephanie Perron, Publicity Coordinator, Rogers Media, [stephanie.perron@rci.rogers.com](mailto:stephanie.perron@rci.rogers.com)

Virginie Hotte-Dupuis, Manager External Relations & Philanthropy, L'Oréal

Canada, [vhottedupuis@ca.loreal.com](mailto:vhottedupuis@ca.loreal.com)



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