



## COVERguy: Montreal Edition

Toronto, June 17, 2008 – After three wildly popular seasons, **OUTtv** announces the return of its hot male model search, **COVERguy** as production is set to begin shortly in Montreal.

New this year: Host Mathieu Chantelois and his team of manhunters invite you *chez lui*, to Montreal, where this year's search for the next COVERguy will take place. After judging the auditions (taking place July 5 and 6), a jury composed of fashion experts will select the 24 finalists. These finalists will then spend the summer parading before the judges and cameras to prove but one thing: that they have what it takes to land a contract with the prestigious Quebec underwear company 3G Actualwear. The winner will also have a guest appearance on the TV series *The Lair* and grace the cover of several magazines.

Originally from Montreal, Chantelois is overjoyed to be returning to his hometown. "All over Canada we hear that the most beautiful men in the country can be found in Quebec. I hope that this edition will prove that."

"Montreal men also claim to be the sexiest and we have a surprise in store" says show creator Larry Peloso. "It's one thing to have the body and have the look, but this year we have a whole new challenge to see who really has what it takes!"

Produced by Giant Productions and broadcast on OUTtv in Canada (as well as in Australia, Europe and the HERE! network in the United States), COVERguy is a competition for all men regardless of sexual orientation. Mathieu Chantelois applauds the interest that heterosexual men give to this uniquely gay show: "We've gone beyond the *ghetto*," he says. "Of the 28 finalists last year, 20 of them were straight. COVERguy, above all, is about having fun!"

Shooting this summer, the fourth season of COVERguy will be broadcast all over Canada on OUTtv this fall. The winner will be announced in November 2008. The manhunt is on!

For more information: [www.coverguy.tv](http://www.coverguy.tv) or [www.outtv.ca](http://www.outtv.ca)

**Aspiring models from across the country are invited, as of now, to send in their photos and contact information through the website [www.coverguy.tv](http://www.coverguy.tv) in order to secure an audition.**

### **About OUTtv**

**OUTtv** is a digital specialty television network providing programming of particular interest to the gay and lesbian community across Canada. Originally launched in September 2001, it is the world's first Gay and Lesbian focused network to broadcast 24 hours a day, seven days a week and is currently available on all major distribution carriers in Canada for its more than 500,000 subscribers. [www.outtv.ca](http://www.outtv.ca)

-30-

### **For more media info and hi-res artwork, contact:**

Daniel Paquette  
Daniel Paquette Public Relations  
**416 413-7714**  
[danielpaquette@sympatico.ca](mailto:danielpaquette@sympatico.ca)

Daniel Paquette

-----  
**Daniel Paquette Public Relations**

Suite 304-110 Wellesley Street East  
Toronto, Ontario, Canada M4Y 1J1

**416 413-7714**  
[danielpaquette@sympatico.ca](mailto:danielpaquette@sympatico.ca)  
[www.dppr.ca](http://www.dppr.ca)

Young Drivers of Canada -- OMDC/ Ontario Ministry of Culture Trillium Book Awards June 12 -- Queens Quay Harbourfront: Toronto Nautical Festival June 19-22 -- Central Toronto Youth Services -- WEMF: World Electronic Music Festival July 18-20 -- Peace Point Entertainment Group: Real Fight Club- Global Currents Documentary (Global TV) /FRESH with Anna Olson (Food Network) /Food Jammers (Food) /Ed's Up! (OLN) /Bump! (OUTtv) /Reality Obsessed (TVtropolis) -- City of Brampton: Rose Theatre -- Gilead Power Corporation -- Northbound Leather -- Dr. Draw -- Romy Shiller's You Never Know book launch -- OUTtv - - Pixcom Productions: What's That About? (Discovery Channel) -- ideashop: The I Do Shop -- Fab Magazine/PTP