

BAKE SALE SHOWDOWN

Media Kit

DESCRIPTION

Bake Sale Showdown is a Canadian competition baking show, with teams facing off in a bake sale battle to determine whose treats can raise the most for charity.

The winning teams are determined by fundraising on bake sale day, with 100% of the funds raised going to charity. Filmed in London, Ontario, and hosted by CTV'S Reta Ismail, with avid bakers who are passionate about supporting their local community & raising awareness for charities.

BRAND LOGO



VISION

Bake Sale Showdown focuses on volunteer bakers competing to donate the most money to charity during a community bake sale event.

SUPPORTER DEMOGRAPHICS

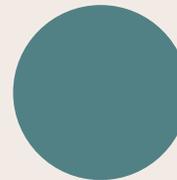
The Bake Sale Showdown live event supporters and online enthusiasts share some strong commonalities.

We garner the most support from women (79%) in the 25-44 age range (68%), residing in Southern Ontario (94%).

COLOR PALETTE



#70C7A8



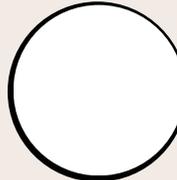
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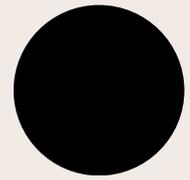
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Published by Mark Drewe · July 31 at 7:44 AM · 🌐

Exciting News! Auditions are now OPEN for another season of Bake Sale Showdown! We will be filming in London this Fall. Check out the details at BakeSaleShowdown.com

SHOWDOWN



Auditions
Open

BAKESALESHOWDOWN.COM

Now Airing on Bell Fibe TV1

Each episode, two teams go head to head in a ba...

Learn More

The London Free Press

Local News

Reality show Bake Sale Showdown looking for local contestants

Calvi Leon · Local Journalism Initiative Reporter
Aug 23, 2021 · 3 days ago · 2 minute read · [Join the conversation](#)



If you're a baker in the London area, this fall might be your time to shine.

Apple Land Station
5d · 🌐

Apple Land Station is over the moon right now..... Bake Sale Showdown will be filming in the orchard, right here in late September..... eek!!

AUDITIONS are OPEN.... amateur baker, professional, home baker YOU can audition and perhaps be on TV!!

<https://bakesaleshowdown.com/>



👍❤️😮 479

268 Comments 240

Raising dough for charity: New reality TV show, Bake Sale Showdown, films in London

The rain kept falling, but the bakers kept baking and the crew kept filming.

Joe Belanger
Aug 28, 2020 · August 28, 2020 · 3 minute read · [Join the conversation](#)

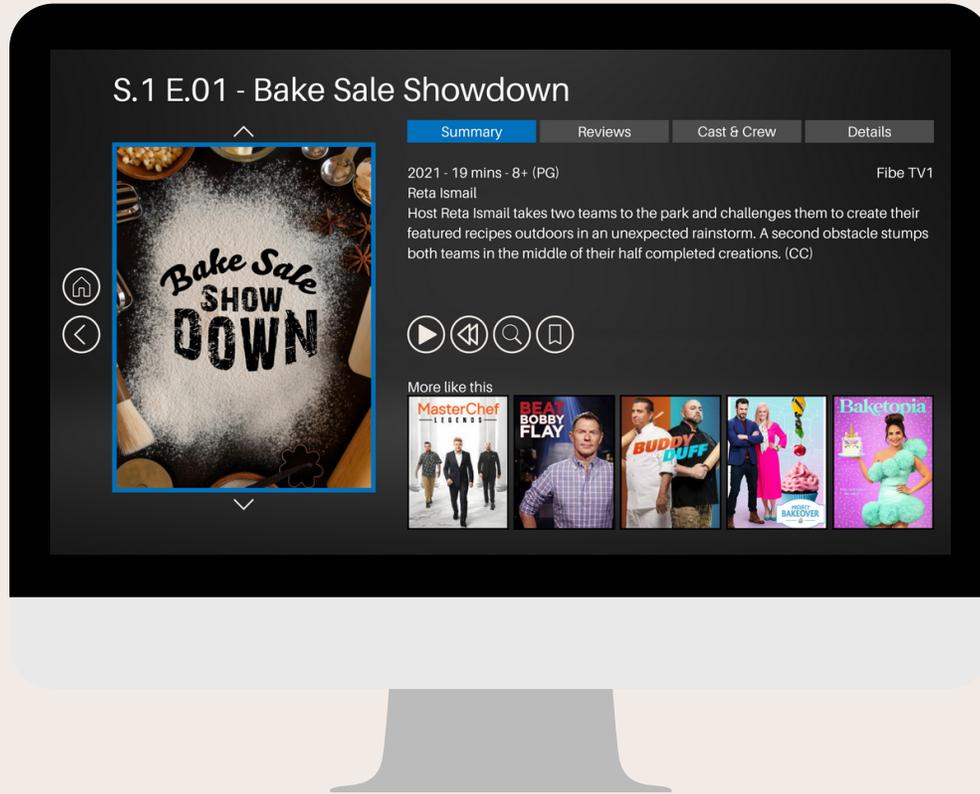


Jude Anderson-Clutz of The Welsh Baker and Lynn Lavoie, of the Gen3 baking team put their desserts to the test. Anderson-Clutz puts her Italian Bomboloni against Lavoie' fruit pies at the Bake Sale Showdown, filmed Friday, Aug. 28 in Springbank Park. The bake sale is Saturday morning, with the winner of the reality TV series being the team that sells the most baked goods for charity. (Mike Hensen/The London Free Press)

The rain kept falling, but the bakers kept baking and the crew kept filming.

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MEDIA ACCESS + PROTOCOLS

Please contact Cristina Lucas to obtain information on the filming schedule and venues. Season 2 production is currently scheduled in and around London, Ontario from September 28 thru October 8, 2022. All Access media passes will be provided to those media members who register with Cristina in advance.

Bake Sale Showdown will be following all local COVID protocols and safety guidelines as per the Middlesex County health unit at the time of production.

Contact Us

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