



NEWS RELEASE
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**ARE YOU READY TO QUIT YOUR JOB AND
START YOUR OWN BUSINESS?**

**DIANNE BUCKNER HOSTS *FORTUNE HUNTERS*
BEGINS SATURDAY, JANUARY 12 AT 3:30 PM (PT) ON
CBC NEWSWORLD**

Social networking websites, exotic fruit drinks, eco-friendly products – these are some of the hottest business trends right now and hungry entrepreneurs want a piece of the action. But how? **FORTUNE HUNTERS**, a new show airing Saturdays at 3:30 p.m. PT (repeats Sundays at 10:30 a.m. PT and at 1:30 p.m. PT) beginning January 12, will explore the latest money-making trends and introduce viewers to the people who are cashing in now.

Created by Dianne Buckner, current host of **DRAGON'S DEN** and long-time host of **CBC NEWS: VENTURE**, the program will showcase today's top business trends and how those trends fit into the global economy, as well as how Canadians could cash in on potential business opportunities right here at home.

Every week the show is divided into three segments: in the first, Buckner introduces a trend for the week and profiles a Canadian company – a **Fortune Hunter** -- attempting to cash in on that trend. The second segment features interviews with business trend experts, such as Mike Holmes, *Dragon's Den*'s Kevin O'Leary, Arlene Dickinson and Robert Herjavec, who will analyze the trend of the week and assess its business viability. The final segment – **My First Million** – profiles celebrities of the business world and their secrets to success. From the brain behind Goodlife Fitness, to the frank founder of Le Chateau, to the icon Wallace McCain of McCain Foods, these business gurus reveal their struggles to make it to the top and provide tips on how to get there.

In the first episode – **Green Business** – viewers will meet a couple from Vancouver who have grand plans for an eco-friendly carwash, *Easy Wash*. **DRAGON'S DEN**'s Kevin O'Leary and eco-investor Vickie Sharp weigh in on the couple's chances for success in a market already crowded with eco-products. **Green Business** also profiles *Canadian Springs* water founder Glen Bailey, who's got a new eco friendly water company and whose personal story is one of overcoming the odds.

Upcoming **FORTUNE HUNTERS** topics include:

- **Web 2.0** – dot-com money-making is on the rise again, inspiring thousands of inventive entrepreneurs. Fortune Hunter: Toronto's Ali and Alex deBold, from *ChickAdvisor.com*. My First Million: *Bubbleshare's* Albert Lai.
- **Fast Fashion** – the obsession with instant gratification has turned the fashion world upside-down and retailers want in on this quick turn-around phenomenon. Montreal's Fortune Hunters: Monte Perlman and Steven Belfer of *Crisca*. My First Million: *Le Chateau's* Herschel Segal in Montreal.
- **Exoticism** – there is a growing appetite among consumers for exotic foods from around the world, from ethnic supermarkets to spicy sauces. Ontario Fortune Hunter Anita Saini's *Devya Gourmet*. My First Million: Vancouver's *T & T Supermarket's* Cindy Lee.
- **Raging Renos** – the U.S. real estate market may be melting down, but the Canadian market is as hot as ever as Canadians spend a bundle on home improvements. Ontario Fortune Hunter Randy Uens' *Rhinobags*. My First Million: *RONA's* Robert Dutton from Quebec.
- **Mompreneurs** – statistics show an astounding number of new businesses are started by women – many of them mothers seeking to combine childcare with a home-based venture. Toronto's Fortune Hunter Darlene Martin with *Bijouxbead*. My First Million: BC's *Robeez Footwear's* Sandra Wilson
- **Franchise Fantasies** – franchising can be a challenging pathway to big money, but new concepts in franchises are on the rise. Ontario Fortune Hunter Glen Kowarsky's *Dogs at Camp*. My First Million: BC's Dale Wishewan and *Booster Juice*.
- **Perfect Health** – everyone wants to live long and healthy lives, making for plenty of opportunities to cash in on the quest for better health. Ontario's Julie Aurora with *Mom's Healthy Cereal*. My First Million: *Goodlife Fitness' Patch Evans* from London, Ontario.
- **Boomerism** – the baby boomer generation is reaching retirement age, and big bucks can be made off filling their needs. Ontario Fortune Hunters

Robert and Beverley Tang with *DanceScape*. My First Million: *Nurse Next Door's* John de Hart and Ken Sim in BC.

- **Organics** – food companies are clamouring to create organic products, and the “eat local” phenomenon is growing quickly – but what does “organic” really mean? BC’s Fortune Hunter Kalpna Solanki’s *Bobo Baby Food*. My First Million: *Planet Organic's* Mark Craft from Alberta. (now in Victoria BC)
- **Easy Eating** – many Canadians are too busy to cook but want a home-cooked meal – new companies are offering options in the “ready-to-eat” category. Halifax Fortune Hunters Greg and Paulette Dunn’s *Creating Dinners*. My First Million: *McCain's Foods'* Wallace McCain from New Brunswick. (now in Toronto)

FORTUNE HUNTERS is written and produced by James Dunne and Dianne Buckner.

FOR MORE INFORMATION AND TO BOOK INTERVIEWS

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