

## The Rod Pedersen Show

With Covid-19 putting a halt to the sports world as we know it, many have turned to watching re-runs of baseball, golf, curling and anything else to get their sports fix. With many in self isolation and staying home, many are going online for their entertainment and more. Internet usage has surged between 50% and 70%. For those that are looking for some type of sports content, The Rod Pedersen Show has continued offering fans that outlet during these uncertain times.

Dupont Media, in partnership with IKS Media & Pedersen Media, launched the program in June 2019 and the show has enjoyed rapid success, making national headlines and creating massive social media buzz.

Over the last 30 years, Rod Pedersen has built an award-winning career in radio and television broadcasting, including the past two decades as voice of the Saskatchewan Roughriders, 17 years in the Western Hockey League, as well as being Canada's voice for the World Juniors. He's also a best-selling author with books on the Saskatchewan Roughriders and the Saskatchewan Junior Hockey League. A farm kid from Milestone, Saskatchewan, Rod has become a national brand in the sports world. But, he's also been referred to, "as Saskatchewan as a wheat field" and remains a staunch supporter of the 306 and its people.

For two hours every weekday from 10am - Noon, Rod Pedersen and his all-star line-up of guests break down the latest in the world of sports and entertain viewers and listeners with stories from over 30-years in broadcasting. The interactive nature of the show gives fans a voice like never before and includes everyone in the conversation! Two-hours of live programming are available every weekday on The Rod Pedersen Network including Facebook live and on demand via RodPedersen.com & social media outlets.

Dupont Media Inc. announced recently it has expanded distribution of "The Rod Pedersen Show", partnering with Anthem Sports & Entertainment to air the show LIVE across Canada on the growing Game+ network, and unveiling 24-7 live audio streaming at RodPedersen.com.

"Like our show, Game+ network is building an exciting brand that is quickly growing across Canada," says Darren Dupont, President & CEO of Dupont Media Inc. "Their desire for original, innovative programming that speaks to Canadians from coast-to-coast makes this partnership a perfect next step in the show's growth plan." However, with the Covid-19 Pandemic, the launch on Game+ has been delayed due to the fact that Game+ employees are working at home and are unable to facilitate a live program at this time.

Rod Pedersen's connection to the sports community has enabled the show to attract a star-studded lineup of daily guests! Legends like George Reed, Theo Fleury, CFL commissioner Randy Ambrosie, past stars like Mathew Barnaby, Stu Grimson, to current players like Jordan Eberle, Charleston Hughes and more have been a guest. Plus all the insiders like Darren Dreger, Arash Madani and more have offered their insight. Whether it's the CFL, NHL, NFL, NLL or local topics from the SJHL, WHL or more, the Rod Pedersen Show has it covered and opens it up to the viewers to engage with their questions.