



## Torstar partners with digital publisher Curiosity

### **FOR IMMEDIATE RELEASE**

**TORONTO, Ontario (August 10, 2021)** – Torstar Corporation announced today it has entered into a partnership with Curiosity Group Inc., one of Canada’s leading digital publishers.

The partnership is the latest in a series of innovative Torstar initiatives designed to meet the needs of advertisers by providing relevant and engaging hyper-local content that appeals to fast-growing digital-first audiences.

Under the terms of the deal, Torstar will partner with Curiosity on its sales and marketing initiatives as well as assume a minority ownership of the firm.

Founded in 2017 by Mark Montanini and Lisa Briscoe, the Calgary-based Curiosity operates hyper-local websites and social media accounts in Toronto, Vancouver, Calgary, Edmonton and Seattle, Washington (<https://curiosity.com/>). The company specializes in social-first publishing, off-screen events and marketing. Curiosity presents its audience with the most relevant local food, experiences, news, deals and adventures, helping them get the most out of their city.

Curiosity currently reaches nearly 2.5 million people daily across their various hyper-local Instagram and Facebook channels, with its websites attracting an average of 750,000 additional monthly visitors.

Curiosity uses photos, video and written content with a hyper-local focus to deliver audiences that want to know what to do, where to go and when things are happening in their city and that are attractive to large and small brands. Using analytics, Curiosity tracks and monitors who is engaging with what content, and then leverages this data to create specifically targeted ads to optimize performance.

“We are excited to partner with a growth-focused, national online platform run by talented entrepreneurs. Curiosity’s social media-first strategy will strengthen Torstar’s position with millennial and GenZ audiences and bolster its growing digital media portfolio,” said Geoff Wright, Vice President, Content Strategy & Head of Content Partnerships at Torstar Corporation.

"We are incredibly excited about what the future holds for our partnership," said Mark Montanini, Founder and CEO at Curiosity. "The entire Curiosity team shares in my enthusiasm as we will now be able to benefit from the resources and brand expertise of Torstar that will help accelerate the growth and development of our business."

### **Torstar Corporation**

Torstar is a holding company involved primarily in news and media businesses. The Torstar group includes the Toronto Star and numerous other city and community news organizations. Other investments include Canadian Press, iPolitics, LeaseBusters and Metroland Parcel Services.

**For inquiries, please contact:**

Geoff Wright  
Vice President, Content Strategy & Head of Content Partnerships  
Torstar Corporation  
[gwright@torstar.ca](mailto:gwright@torstar.ca); (m) 416-801-4501