



**NEWS RELEASE**

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## **STUDENTS DARE TO ENTER THE DEN IN NEW ALL-STUDENT DRAGONS' DEN SPECIAL THIS HALLOWEEN**

*The all-student episode of DRAGONS' DEN airs Wednesday, October 31 at 8 p.m. (8:30 NT) on CBC-TV*

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**October 15, 2012** – This Halloween as students across the country set out in pursuit of haunted houses, ghosts and witches, others will brave a different frightening experience – facing the fierce Dragons. On **Wednesday, October 31 at 8:00 p.m. (8:30 NT)** [DRAGONS' DEN](#) will feature some of Canada's best and brightest young entrepreneurs in a special **all-student episode**. From a West Coast pitcher deemed the youngest person to enter the Den, to Waterloo University students with a creative twist on interactive learning, these inspiring – and brave – young Canadians dare to pitch their businesses to the Dragons.

In what's termed the "Dragons' Den Effect" – interest in small business startups and venture capital has sparked. Business discussions are no longer limited to boardrooms as Canadians are now discussing inventions, valuations, and investment strategies around the water cooler after every episode. The motivated youth featured in the upcoming student special are proof that age is not a factor when it comes to innovation and entrepreneurship.

**DRAGONS' DEN's** newest Dragon, **David Chilton**, commented that "the student pitches seen this year were among the most impressive seen all season". Win or lose, the students featured on the show will experience the benefits of the "Dragons' Den Effect," as exposure in the Den often leads to dramatic jumps in sales and other interesting growth opportunities.

As well, for the first time ever, people at home now have the chance to have their say. By visiting [cbc.ca/dragonsden](http://cbc.ca/dragonsden), viewers are able to engage with the show, and see results displayed live on the screen. This kind of social TV integration is the first of its kind to occur live, in each time zone.

Every week, never-before-seen content launches online. Web-exclusive pitches are available on [cbc.ca/dragonsden](http://cbc.ca/dragonsden) on Wednesdays in advance of the evening broadcast - with two bonus student pitches online leading up to this special episode. Follow the show through [Twitter](#) and [Facebook](#).

**DRAGONS' DEN** is the highest rated Canadian unscripted program on television, with an average audience of over 1.4 million Canadians each week. In addition to its success on-air, **DRAGONS' DEN** is also a hit online, boasting an active and engaged online community averaging more than 650,000 page views per month. Full episodes and exclusive behind-the-scenes content can be viewed at [cbc.ca/dragonsden](http://cbc.ca/dragonsden).

**DRAGONS' DEN** is filmed at CBC Headquarters in Toronto, ON and airs Wednesdays at 8 p.m. (8:30 NT) and Sundays at 9 p.m. (9:30 NT) on CBC Television. Tracie Tighe is Executive Producer; Lisa Gabriele and Mike Armitage are Senior Producers. Dianne Buckner hosts.

**Find the show online at:**

[cbc.ca/dragonsden](http://cbc.ca/dragonsden)

[facebook.com/dragonsden](https://facebook.com/dragonsden)

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