



DRAGONS' DEN IS BACK!
All-New Sixth Season Begins September 14, 2011
Wednesdays at 8 p.m. on CBC Television

There's fresh blood in the Den! This fall **DRAGONS' DEN** returns to CBC Television for its highly-anticipated sixth season, this time with more deals than ever before and featuring exciting new Dragon, Bruce Croxon. The number one Canadian entertainment program premieres on **Wednesday, September 14 at 8:00 p.m.** with 21 one-hour episodes, including a first-ever "Best Of" episode that looks back on all six seasons and features all five Dragons weighing in. Also stay tuned for an All-Student show, where some of Canada's youngest, savviest entrepreneurs come to wow the Dragons. And back by popular demand, our Second Chance special, where past pitchers get another shot at snagging a Dragon, and a "Where Are They Now?" show devoted to catching up with our most memorable pitchers and deals. This season features an unprecedented number of deals (60+) and with the addition of new Dragon Bruce Croxon, we shake things up like never before.

The Den has always been a dangerous place to come for money, but this season's feeding frenzy among the Dragons has signaled the end of the recession. They're hungry for big ideas and bigger investments and they aren't afraid to spend. However, with some of the most exciting ideas and pitches to date, the entrepreneurs learn there's no such thing as easy money.

These are the five Dragons ready to make or break the dreams of aspiring entrepreneurs:

- **Bruce Croxon, Internet Mogul** – The newest Dragon to enter the Den, Croxon is an active investor, advisor and start-up champ who co-founded one of the best-known online dating websites in the world, Lavalife.
- **Arlene Dickinson, Marketing Maven** – CEO of creative marketing firm Venture Communications Ltd., Dickinson is an award-winning executive.
- **Robert Herjavec, Technology Titan** – Head of leading IT firm The Herjavec Group and best-selling author, Herjavec emigrated from Croatia to live the classic 'rags-to-riches' story after selling his companies to make a fortune.
- **Kevin O'Leary, Investment Guru** – This Bay Street Bigmouth built his fortune selling educational software, and now manages O'Leary Funds, his own billion-dollar mutual fund company.
- **Jim Treliving, Franchise Baron** – This former RCMP officer with 40 years of franchising experience with both Boston Pizza and Mr. Lube, also manages a portfolio of multi-million dollar property, sports and real-estate investments.

DRAGONS' DEN is the **top-rated** Canadian entertainment program on television, with more than **one** and a half million Canadians tuning in each week. In addition to its success on air, **DRAGONS' DEN** is also a hit online, boasting an active and engaged online community. Full episodes and exclusive behind-the-scenes content can be viewed at cbc.ca/dragonsden. **DRAGONS' DEN** is filmed at CBC Headquarters in Toronto, ON and airs Wednesdays at 8pm ET (8:30NT) on CBC Television. Tracie Tighe is Executive Producer and Lisa Gabriele is Senior Producer. Dianne Buckner hosts.

Dragons' Den is...

On the web:

cbc.ca/dragonsden

On Facebook:

facebook.com/dragonsden

On Twitter:

[@cbcdragon](https://twitter.com/cbcdragon)

[@DianneBuckner](https://twitter.com/DianneBuckner)

[@ArleneDickinson](https://twitter.com/ArleneDickinson)

[@RobertHerjavec](https://twitter.com/RobertHerjavec)

[@KevinOLEarytv](https://twitter.com/KevinOLEarytv)

[@bruce_croxon](https://twitter.com/bruce_croxon)

For more information, please contact:

Erin Richards, Veritas Canada

T 416.955.4592

richards@veritascanada.com