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## ETalk chats up its TIFF sponsors

by [Craig MacBride](#)

On red carpets and in press conferences, in restaurants and makeup stores, online and on mobile, *ETalk* is partnering with brands to bring the TIFF experience to insiders and spectators alike.

On board with the show as presenting sponsors this year are Grey Goose, BlackBerry Messenger (BBM), Joe Fresh Style, Sephora, Panasonic and The Bay.

Grey Goose is the title sponsor of the *ETalk Festival Guide*, which was distributed through the *Globe and Mail* on Tuesday and is available online at CTV microsite [Festivalguide.ctv.ca](http://Festivalguide.ctv.ca).

BlackBerry is giving subscribers a behind-the-scenes look at *ETalk*, allowing viewers to add the show's correspondents to their list of contacts and receive updates on the movies, the stars and the parties the show covers. BBM is also the presenting sponsor for *ETalk After Dark*, a daily segment about TIFF parties.

The *ETalk* Celebrity Interview Lounge at the InterContinental hotel, where stars will appear for in-depth chats, is sponsored by Joe Fresh Style. While there, the stars will be offered gift bags full of swag from Grey Goose, M0851 accessories, DavidsTea, Monster Factory, HNK Pocket Squares, PlastiChic, Moroco, Churchill's, The Sharper Image, Cargo and Fiji.

Sephora's Bloor Street location is the official festival beauty headquarters for *ETalk*, where fans can pop in for the star treatment and a red-carpet makeover. The makeup store is also sponsoring the "look of the day" segment on *ETalk*.

At Teatro Verde in Yorkville, Panasonic is presenting a celebrity photo wall where visitors can get snaps with their favourite CTV talent. The electronics giant is also the sponsor for the *ETalk* star sightings segment, featuring celebrity shots from the streets of Toronto.

The Bay's "White Space," a contemporary fashion section in the chain's flagship Queen Street location, is putting its name on *ETalk*'s festival fashion segment, highlighting the best dressed stars from this year, as well as previous festivals

