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FOR IMMEDIATE RELEASE:

Jackie Pardy, Chief Content Officer for Super Channel, to retire
Kimberley Ball appointed new CCO



(L: Jackie Pardy / R: Kim Ball)

EDMONTON, AB - (Sep 5, 2023) – Super Channel today announced that **Jackie Pardy, Chief Content Officer (CCO)** has made the decision to retire after 4 years with the company and a career spanning over 35 years working in the media industry. Jackie’s last day will be **December 29, 2023**, after which she will stay on as a part-time consultant for 6 months to assist in the transition of the position to her successor, **Kimberley Ball**, currently Chief Communications Officer.

“Jackie has been a valued leader at Super Channel and integral to the company’s successful navigation of the constantly changing media landscape. Her contributions have left us well-positioned for the future,” said **Don McDonald, President & CEO**. “We thank her for her service and wish her well in her retirement.”



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Jackie joined Super Channel in April 2019 as Director of Programming and was promoted to her role of Chief Content Officer in November 2019 where she has been responsible for leading the programming strategy for the company's Fuse, Heart & Home and Vault channels, including the pre-licensing of Canadian productions and acquisitions of foreign content.

Prior to joining Super Channel, Jackie was Director of Development for Women in Film & Television – Toronto, responsible for developing and managing strategic partnerships and sponsorships for the organization and its charitable arm, the Foundation for Women in Film & Television. She also spent several years at Corus Entertainment where she held the position of Director, Network Content, Specialty and Pay TV, negotiating and managing the program rights of all acquisitions for Corus' Pay TV, Specialty and Digital brands. Jackie also served as Director of Programming for Movie Central.

Kimberley Ball will assume the role of **Chief Content Officer** effective **January 2, 2024** and will work with Jackie to transition into the position over the next several months. In addition, Kim will continue to maintain oversight of communications, media relations and industry outreach as part of her dual responsibilities.

"Kim brings over 25 years working in communications within the industry to her new role as Chief Content Officer," said McDonald. "She has been a valuable member of our executive team and is a well-respected industry veteran with a keen understanding of content and our business. I look forward to the contributions she will bring to Super Channel in her new role."

Kim joined Super Channel in June 2012 as Publicity Manager and was promoted to Director, Media Relations and Sponsorship in late 2016, then Executive Director, Communications and Regional Outreach in 2020, before becoming Chief Communications Officer in early 2021.

Prior to joining Super Channel, Kim served as Director, Marketing, Publicity & Promotion at Fox Incendo Television Distribution for over a decade where she was responsible for overseeing all post-sale marketing, publicity and promotional activity for 20th Century Fox's slate of television properties licensed to broadcasters across Canada.

About Super Channel Entertainment Network

Super Channel is a national pay television network owned by Allarco Entertainment 2008 Inc., an Edmonton-based media company. Super Channel offers subscribers exceptional entertainment value, uncut and commercial-free, with four diverse channels – **Super Channel Fuse**, **Super Channel Heart & Home**, **Super Channel Vault** and **GINX Esports TV Canada** – plus, access to **Super Channel On Demand** where available by service provider. Super Channel is available via most cable providers across the country as



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well as streaming live and On Demand with Amazon Prime Video Channels and Apple TV+.
For a list of service providers, please visit: superchannel.ca/subscribe

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