



UP ORIGINAL SERIES

“BULLOCH FAMILY RANCH” – SEASON TWO

PREMIERES EXCLUSIVELY ON UP,
WEDNESDAY, FEBRUARY 26 AT 9:00 P.M. EST

SYNOPSIS

The UP Original Series “**Bulloch Family Ranch**” chronicles the dramatic everyday adventures of Rusty and Julie Bulloch, a fun-loving working class couple that juggles multiple jobs to make ends meet. Proud “parents” of more than 30 kids, only Amanda and Brodie are biological, the rest are teens and young adults in need of a second chance. For nearly two decades, the Bullochs have opened their home, dedicated themselves to providing their Ranch “kids” a stable, caring, nurturing environment along with the tools they need to become productive adults. Under the warm roof, watchful eyes and loving guidance of Rusty and Julie, the ‘Ranch “kids” strive to achieve and prevail from challenging circumstances. In the upcoming Season Two, viewers can expect the Bullochs to reveal even more of their hearts, generous spirits and good works as new and much-loved returning faces join the family fold and struggle with major life decisions and events.

UP, America’s favorite channel for uplifting family entertainment, unscripted series “**Bulloch Family Ranch**” was the highest-rated series premiere in the cable network’s nine-year history. The seven-episode second season will premiere on Wednesday, February 26 at 9:00 p.m. EST.

High-school sweethearts Rusty and Julie are extraordinarily hard-working Americans. Rusty wears many hats: high school football coach, cowboy, youth pastor, and is one of the country’s few farriers – a specialist

in horse hoof care. Julie manages the household, the shopping and the kids. Plus, she runs her own inflatable bounce house/waterslide business, caters and does photography. The Ranch isn't a palace and they did not intentionally plan on becoming "parents" to so many troubled young adults.

A series of bad decisions has left 21-year old single mother Ciara, pregnant again and in need of some love and stability. Her relationship with past Ranch "kid" Shawndell (who is finishing a three-year jail term for a parole violation) is at a turning point. Facing an unplanned pregnancy and a very recent bout of drug and alcohol abuse, Ciara and her three-year old, Shania, move into the Ranch. She is one of seven young women – and the only young mother with a toddler – to be taken in by the Bullochs.

A familiar face from Season One, Jordan faces high stakes this year. Sidelined from the football field with a shoulder injury, Jordan's shoddy school attendance, low grades and the need for great SAT scores make his dream of earning a scholarship to Ohio State a long way off, let alone graduating from high school.

In addition, two former Ranch kids have returned to the Bulloch's for a second stay. Twenty-four-year old Wilson is working and saving money for his wedding. Thinking of himself as "an older, wiser voice" among the "kids," Wilson imparts his wisdom to the others – and provides some comic relief around the Ranch. Talented football scholarship linebacker and former Ranch "kid" Claude Davis, 25, also comes back to town, hoping to regroup, train and focus on his return to professional football.

Whether the "kids" currently live at the Ranch, have periodically returned, or have moved on, the Ranch has served for almost 20 years as a place where all are welcomed with open arms and given a chance to get back on the right track. Never a dull moment, structure, discipline, love, faith, respect, amazing down-home cooking and crazy pranks abound in **"Bulloch Family Ranch."**

ABOUT THE PRODUCTION

"Bulloch Family Ranch" illustrates UP's mission to bring viewers emotionally compelling real-life stories, and the next chapter of the series promises to deliver the same. Rusty and Julie continue to make a real difference in the lives of misguided young adults who find themselves in dire circumstances.

During its inaugural season, viewers found parents Rusty and Julie Bulloch, their biological children Brodie and Amanda and their Ranch "kids" to be warm, authentic, accessible people with huge hearts. Although very few families can boast 30+ teenage and young adult children, audiences related, and were captivated, inspired and moved by the real-life story of the Bulloch family.

"Bulloch Family Ranch's" first season debut on Wednesday, July 17, 2013 was the highest-rated series premiere in the network's nine-year history, and reached 5.9 million viewers* over the course of its seven-week run, according to Nielsen data released by UP.

"There are people you are proud to know, and then there are Rusty and Julie Bulloch," said Brad Siegel, UP's vice chairman. "They have hearts of gold. Their humble and selfless acts to help teens and young adults in need is beyond comparison."

There is no shortage of people who need help. During the course of the second season, audiences are introduced to new Ranch "kids" and re-acquainted with familiar faces, each who are battling unfavorable circumstances.

Years ago, Rusty and Julie tried to redirect Shawndell onto a steady path away from the drugs, gangs and the violent environment he was accustomed to growing up. All good deeds don't always end up the way one desires and today, he is serving a three-year term on a parole violation. Shawndell remains close to Rusty and Julie, and when he asks for their help for his girlfriend and mother of his child, Ciara, the Bullochs oblige.

"Shawndell holds a very special place in the Bulloch's hearts, and he is the one they are the most pained by," said showrunner and director Todd C. Stevens, who also directed "The Osbournes." When he reaches out asking for help with Ciara, Julie doesn't hesitate. She had been searching for Ciara for months, and once she finds her, welcomes both her and the toddler into the house - without even asking Rusty!"

Only seven of the Bulloch's adopted Ranch "kids" have been girls – and never has the family taken in someone who is pregnant with a young toddler in tow. Sparking a new set of hurdles injected with the tenacity of a three year-old, the Bulloch Ranch is more active than ever.

Ciara is the latest young person at the Ranch who has been dealt a difficult hand in life. From homelessness, to drugs, to gangs or just being rebellious, most of the teens are looking for a second chance to get on the right track. At the **"Bulloch Family Ranch,"** the kids are offered stability, discipline, structure and a welcoming home.

"It's an honor to bring back and share the Bulloch's good deeds," said creator and producer Ian Wisniewski. "Like most families, they face the same issues: making ends meet, disciplining kids, making tough choices. Unlike most however, they willingly repeat these challenges with each new adolescent they invite into their home."

To live with the Bullochs means following tough rules – No cursing, smoking or drinking, plus doing your part around the Ranch. The biggest rule: “Don’t make Miss Julie cry.” A sign of Rusty and Julie’s spirit of giving, former Ranch “kid” Wilson has returned to live with the family while saving money for his wedding. At 24, he feels worldly and experienced, but still he must abide by the house rules. Claude also has returned for the loving guidance and strong structure of the Bullochs, while teaming with his former coach to refocus his return to playing for the NFL.

In addition to Wilson and Claude, many of the young adults who were positively impacted by the Bullochs, still live close by or in surrounding communities. They visit the Ranch, share their success stories and divulge life lessons to the newer Ranch “kids.”

Julie says, “Each of our ‘kids’ are a blessing. We learn from them as we hope they learn from us. Honesty, commitment, love for thy neighbor – work on those attributes, and you are on the road to a more fulfilling life.”

There is time for fun and games at the Ranch too. In fact, Rusty makes it a priority. “I’m a prankster and proud of it,” says Rusty. “Laughter may not be the best medicine, but it sure is important - and a must!”

ABOUT THE CAST

RUSTY BULLOCH – Down-to-earth with a love of life, Rusty Bulloch’s loyalty to his faith, family and friends guide him through his full days and various roles: Lake Gibson High School football coach, horse farrier, devoted husband and loving father to more than 30 “kids.” While this cowboy has mastered the art of “tough love,” his warm, rollicking charm combined with a sincere desire to help others is evident in nearly everything he does. Rusty is not in it for himself, but his family. Originally from northern Alabama, he now considers himself a “colorblind redneck,” able to relate and connect to everyone. Together with Julie, his wife of nearly 30 years and his high-school sweetheart, the fun-loving couple has welcomed at-risk teens and young adults for almost two decades.

JULIE BULLOCH – Like most loving, supportive wives and mothers, Julie is a tour de force, fiercely dedicated to her family and all her Ranch “kids.” In addition to keeping the house in order (i.e., paying the bills, cooking all the family meals, guiding her kids accordingly), she also runs her own company that rents out inflatable bounce houses, water slides and pony rides for kids’ parties. The business helps to bring in additional income, and more importantly, it offers the kids some employment, experience and chance to learn a work ethic. Julie and Rusty share the same faith in God, the same family values and the same off-the-wall sense of humor. Obviously family is paramount to the Bullochs; Rusty and Julie try to have lunch

together every day, sit down for a family meal each evening, and root for the Lake Gibson Football team each week. With deep heart and a wry sense of humor, Julie strives daily to make everyone happy – but sometimes at the expense of her own health this season.

BRODIE BULLOCH – The 24-year old biological son of Rusty and Julie, Brodie was born with football in his blood, but a career in the game didn't pan out. He broke his leg as a sophomore in college. Currently working a nightly warehouse job nearby, Brodie is hoping to finally find some direction and a career path that makes him as happy as football. In the meantime, his strong work ethic continues to pay off as he was recently promoted. Although Brodie has moved out of the Ranch, his guidance and influence over the Ranch "kids" has not wavered; he remains an integral part of the daily happenings at the "**Bulloch Family Ranch.**"

AMANDA BULLOCH-MASEK – Julie and Rusty's biological daughter Amanda (27 years old) is married to Steven and has a three-year old daughter, Raylee. They live across town from her parent's Ranch. Since her miscarriage in Season One, the young family has been eager to have a second child, but remains disappointingly unsuccessful. Raylee is truly a miracle baby. Accustomed to helping their extended brood, the close-knit clan struggles through the emotional rollercoaster that is affecting their immediate family, heightened with the arrival of a pregnant Ciara and her three-year old, Shania.

STEVEN MASEK – Following the events of Season One, Steven (29 years old) remains a steadfast and strong husband to Amanda. Despite continuing difficulties, the pair still hope for a sibling for Raylee. In fact, Steven was even willing to sell one of his most treasured possessions – his motorcycle – in order to fund medical treatments to increase the success of Amanda carrying to term a next time.

CIARA – In high school, Ciara was head of the cheerleading squad, earning good grades, staying focused and out of trouble. That went out the window when she met Shawndell, the "bad boy" in school – and former Ranch "kid." Today at 21, Ciara is single-mother to three-year-old Shania, while the toddler's father Shawndell is finishing a three-year term for a parole violation. A series of bad decisions sent Ciara into a downward spiral. In Season Two, she is pregnant again, and in desperate need of some love and stability. The Bullochs help her face the difficult decision as to what to do with the baby, deal with her relationship with Shawndell, and become a better mother to Shania. A talented songwriter with an angelic voice, Ciara also hopes to reignite her love of music – and possibly a career in the field.

JORDAN – The stakes couldn't be higher this year for 17-year old high school senior Jordan. An all-American kid with a good sense of humor, since Season One Jordan has left the Bulloch Ranch to live with his girlfriend in her parent's home. Sidelined from the football field with a shoulder injury, shoddy school attendance, low grades and the need for great SAT scores, make his dream of earning a scholarship to

Ohio State a long way off. Jordan is also grieving from the tragic death of his aunt and 14-year old cousin. The car accident brings a silver lining however, and reconnects Jordan with his father, a race car driver. Forgive and forget is the motto moving forward, like the tattoo on Jordan's back.

CLAUDE – Twenty-five year old Claude's relationship with the Bullochs began during high school. He immediately befriended Brodie and played football for Lake Gibson, which quickly became his life's ambition. Seeking some stability and space, Claude moved in with the Bullochs before his senior year of high school. He eventually went from to running in the Ranch's grassy fields to major stadium arenas as an outstanding Defensive End for University of South Florida (USF). Following USF, Claude earned a roster spot with the New York Jets, but his NFL dream has dimmed after a bad decision. Still, he has not given up on his dream to play professionally. In need of guidance and some of Julie's home cooking, Claude returns this season to the lives of the Bullochs.

WILSON – At 24-years old, Wilson has returned to the structure and love the Bulloch provide. He is working around the Ranch in exchange for room and board, as he saves for his wedding. He first arrived at the Ranch during his teen years, following his parents' high-profile divorce, which left him lost, troubled and estranged from his father. He grew up close friends with Brodie and Amanda, and although they went their separate ways, he looks forward to rekindling their friendship now that he is back in the fold. Wilson also fancies himself as an older, wiser voice in the house, trying to impart his wisdom to those who will listen – and Wilson has a lot to say.

SHAWNDELL – A former Ranch Kid and one that Julie and Rusty hold an extra special place in their heart for, Shawndell (20-years old) is also the one they are most pained about because he is serving a three-year term on a parole violation. A smile that can light up a room and a personality to boot, Shawndell is also known as a ladies man. He has buttoned up in jail, and with the good behavior has been afforded an opportunity to live at a halfway house under a work release program. Shawndell cares for Ciara and their three-year old daughter Shania deeply, and the two talk marriage upon his release.

ABOUT THE PRODUCERS

IAN WISNIEWSKI – Creator Wisniewski is a television producer and concept creator with a long history of on-set experience, Wisniewski's most notable credit is Creator/Creative Producer on the award-winning documentary: The Real Fight Club, a one-hour doc about Mixed Martial Arts airing on Global Television. He is currently working on multiple projects for Canadian and US TV networks, the most recent being a series for CMT called "Chimp Mommy." Ian's other credits include creating the concept for an MTV pilot called "Hackers" and an online series that he wrote, co-produced as well as appeared in titled: In The Grid.

LES TOMLIN – In 2001, Tomlin launched Peace Point Entertainment Group Inc. a company that has since become a media success story. In the last decade, he has overseen the production of more than 30 television series, documentaries, webisodes, mobisodes and mobile device apps. Highlights include: a series of 24 CGI shorts entitled Super Bodies for CTV’s 2010 Winter Olympics; 40 episodes of the award-winning series “Food Jammers”; 65 episodes of “Fresh with Anna Olson” (both for Food Network Canada); 86 episodes of “Bump!,” the world’s first gay travel series (for OUTtv and Viacom/LOGO); 39 episodes of “Ed’s Up with star Ed Robertson from the Barenaked Ladies” (for OLN); and 26 episodes of “Fanatical” (for CanWest Global). Additionally Tomlin oversaw the production of two award winning documentaries for Global TV: DecAids, a 60 minute documentary reviewing the 20 years of Aids and Aids fundraisers and; Real Fight Club, a 60 minute doc delving into the world of Mixed Martial Arts. Prior to entering the media universe, he spent 5 years as a Vice President of Cott Corporation with responsibilities in Canada, the United States and Australia.

DANNY PASSMAN – Passman has worked in content creation and programming at major TV and new media companies. In May 2010, he founded Crybaby Media, which most recently executive produced “Hook, Line and Dinner” for the Cooking Channel and co-produced “Keasha’s Perfect Dress” for Slice in Canada. As a development executive at VH1 and fuse, he was responsible for discovering fresh comedy talent for Best Week Ever and also developed several series such as “Whitest Kids U’ Know,” “Pants Off Dance Off,” and “The PA.” In the digital media space, Passman was the Global Head of Programming & Content Acquisition at Joost after serving as Senior Creative Director at Dailymotion.

TODD C. STEVENS/SHOWRUNNER-DIRECTOR – From scripted, reality to documentaries and more, Stevens has held pivotal creator, director and producer roles for series across top cable networks including MTV, the Travel Channel, A&E, Lifetime, TLC, among others. He was the director for several celebrity-based reality series including the hit Emmy-winning “The Osbournes,” as well as “The Newlyweds” and “Brandy: Special Delivery.” Additional projects include “Sand Masters” for the Travel Channel and “Lock-Up: Extended Stay” for MSNBC.

Follow the Bulloch family at:

- www.UPTv.com/Bulloch
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For additional press materials including photos and screener episodes, please visit: www.UPTv.com/pressroom.

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* Source: Nielsen L+7 & LSD blended cume *Bulloch Family Ranch* 7/17/13-8/28/13.

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