



**For Immediate Release**

**GRAB YOUR COFFEE!**

**THE FABULOUS, FAST TALKING 'GILMORE GIRLS'  
PREMIERE ON UP IN AN ALL-DAY MARATHON ON  
SUNDAY, OCTOBER 4**

**Popular Podcasters 'Gilmore Guys'  
Add MORE "GILMORE" to Series on UP**

**Award-Winning Series to Air Back to Back Weeknights  
Beginning Monday, October 5**

**ATLANTA – September 25, 2015** – UP has more, more, more "Gilmore Girls." The network's recently announced acquisition of the full 153 episode, seven-season run of "Gilmore Girls" (#GilMOREGirls) will be celebrated with an all-day fan-focused marathon of the award-winning family drama on Sunday, October 4 starting at 10 a.m. EDT. On the following night at 7 p.m. EDT, the series will begin airing back-to-back episodes every Monday through Friday starting with the pilot episode.

"GilMORE Girls" on UP will be supported by an extensive social media campaign featuring the "Gilmore Guys," whose popular podcasts have been heralded in the media, including *The New York Times*, for their unique brand of color commentary on the series. The "Gilmore Guys" veteran fan Kevin T. Porter and newcomer Demi Adejuyigbe, will be featured in UP on-air spots as well as digital content where all things Gilmore will be discussed. Also, throughout the "GilMORE Girls" marathon, UP will provide pop-ups in every episode with "Gilmore Girls" trivia, including famous firsts for the show, background on the actors and insider information.

Amy Winter, evp and general manager, UP, said, "We are so excited that the fabulous, fast talking 'Gilmore Girls' are here on UP. This hugely popular show where this mother and daughter navigate career, work, relationships and all of the challenges of life is a great addition to our brand of family entertainment. It's a highly entertaining series that depicts a family dealing with the very real stresses, challenges and joys of everyday life with heart and humor. Our viewers are going to get much more of this critically acclaimed series as we enhance each airing with stunts that feature never before seen footage and interviews with the show's biggest fans – the "Gilmore Guys," the podcasters who know every detail of the series. We've got much, much more Gilmore on UP."

"Gilmore Girls," stars [Lauren Graham](#) ("Parenthood"), [Alexis Bledel](#) (*The Sisterhood of the Traveling Pants*) and Melissa McCarthy ("Mike & Molly," *Spy*), Keiko Agena ("Shameless," *Transformers of the Dark Moon*), Yanic Truesdale ("Reumeurs"), Scott Patterson ("CSI Miami"), Liza Weil ("Stir of Echoes"), Jared Padalecki ("Supernatural"), Milo Ventimiglia ("Heroes"), Sean Gunn (*Guardians of the Gun, Pearl Harbor*) and Kelly Bishop ("Bunheads," "The Good Wife"), with special appearances by the late Edward Herrmann (*The Wolf of Wall Street, The Lost Boys*) and recurring guest star Liz Torres ("Devious Maids," "Scandal").

"Gilmore Girls," which aired from 2000-2007, is set in a storybook Connecticut town called Stars Hollow populated by an eclectic mix of dreamers, artists and everyday folk. The multi-generational drama about family and friendship centers around Lorelai Gilmore (Graham) and her daughter, Rory (Bledel). Lorelai owns the town's bed-and-breakfast, the Dragonfly Inn, with best friend/chef Sookie (McCarthy), and contends with weekly dinners with eccentric, well-off parents Richard (Edward Herrmann, "The Good Wife") and Emily Gilmore (Kelly Bishop, "Bunheads") who always have something to say about their daughter's life.

The series, known for its fast-paced dialogue and [pop-culture](#) references, was listed as one of *Time* magazine's "All-TIME 100 TV Shows" in 2007. "Gilmore Girls" also was honored with a Viewers for Quality Television Award and was named New Program of the Year by the Television Critics Association. Lauren Graham was nominated for a Golden Globe Award for Best Performance by an Actress in a Television Series and received two consecutive nominations for Outstanding Performance by a Female Actor in a Drama Series from the Screen Actors Guild. Graham also won a Family Television Award. Alexis Bledel won a Young Artist Award and a Family Television Award. "Gilmore Girls" won a Family Television Award for New Series, and it was named Best Family TV Drama Series by the Young Artist Awards, which also honored series star Keiko Agena in the supporting actress category.

The heartfelt one-hour drama was created by Amy Sherman-Palladino ("Roseanne"), who serves as executive producer with Gavin Polone ("Stir of Echoes," "Drop Dead Gorgeous") and Daniel Palladino ("Roseanne").

The series was acquired by UP from Warner Bros. Domestic Television Distribution.

### About UP

UP is television's trusted entertainment brand dedicated to providing viewers with "feel good TV for you and your family." UP uplifts viewers every day with premiere movies, original reality, dramatic and comedy series filled with compelling stories and characters with *character*. In keeping with its brand promise, UP's pro-social initiative, "Uplift Someone," inspires people to do simple, everyday acts of kindness. UP can be seen in 70 million homes on cable systems and satellite providers across the United States. Based in Atlanta, UP is a division of UP Entertainment, LLC and provides sales and operations services to the ASPIRE network.

Follow UP on the Web at [www.UPtv.com](http://www.UPtv.com) on Facebook at <https://www.facebook.com/UPtv>, Twitter on [@UPtv](#) and Instagram at [@UP\\_TV](#).

###

MEDIA CONTACT  
Chelsye J. Burrows  
770.692.4559  
[cburrows@UPtv.com](mailto:cburrows@UPtv.com)