



EVERYTHING YOU LOVE ABOUT CHRISTMAS

For Immediate Release

HO! HO! HOLDERNESS!

“THE HOLDERNESS FAMILY”

RETURNS TO UP IN

IN A MERRY HOLIDAY SPECIAL

“THE HOLDERNESS FAMILY CHRISTMAS JAMMY JAM”

WILL AIR EXCLUSIVELY ON UP

FRIDAY, NOVEMBER 27 AT 8 P.M. EST

Family’s YouTube Parody Videos Seen By Over

50 Mil ion People to Date

Watch their new video released today: <http://youtu.be/YzDxt6axexs>

ATLANTA – November 19, 2015 – November 27 may be Black Friday, but on UP it’s “Pajama Day” all day long as the network continues its “Everything You Love About Christmas” programming with the premiere of the UP Original Special, “The Holderness Family Christmas Jammy Jam.” The merry and fun-filled show from viral video hitmakers The Holderness family - known for their hit musical parodies from “Xmas Jammies” and “All About that Baste” - will premiere exclusively on UP Friday,

November 27 at 8 p.m. EST.

To help inspire your celebration of “Pajama Day,” UP is giving lucky fans a chance to win a family four pack of Christmas jammies from Chasing Fireflies. UP will kick off this social media giveaway with promotion on-air, on uptv.com and through social media. The only thing that fans have to do for their chance to win Christmas jammies is to go to UPtv.com and enter by uploading a photo of their choice, which can then be shared on social media. The sweepstakes #ChristmasJammies will run from 7 p.m. EST on November 27

until 8 a.m. EST on November 30.

“Penn and Kim first found national success as the family in Christmas jammies that everyone fell in love with,” said Amy Winter, executive vice president and general manager, UP. “We’re excited to share this special with our viewers during the season the Holdernesses are most known for and at a time when their life is relatable and delightfully chaotic.”

This entertaining Christmas special follows Penn and Kim Holderness, and kids Lola (8) and Penn Charles (5), during the most wonderful time of their year – Christmas. Despite the pressures of packing to move, producing another hit viral video and preparing for their office Christmas party, Penn and Kim are determined to keep the holiday spirit alive.

Famed for their hilarious parodies, the Holderness family burst onto the scene in December 2013, when they created the “Xmas Jammies” holiday video that was ultimately watched by more than 15 million people.

Together, Penn Holderness, a former local TV news anchor, and Kim Dean Holderness, a former TV news reporter, have used the overwhelming success of “Xmas Jammies” to launch a unique family business.

Their company, Greenroom Communications (visitthegreenroom.com), creates comedic videos for clients looking for a fresh way to advertise.

Produced by Figure 8 Films (UP’s hit “Bringing Up Bates) and Greenroom Communications, UP’s original series and specials with “The Holderness Family” follow the husband-wife team from Raleigh, NC through their adventures juggling the joys and challenges of parenthood while running a demanding start-up digital content business. UP recently aired “Happy Holderween.” As part of Greenroom Communications, Penn and Kim pitch, produce and digitally distribute custom spots and videos for clients, while continuing to release their catchy family videos – some of which are featured in the shows and specials and online at www.UPtv.com. The Holdernesses have worked on campaigns for Target, AT&T, Amazon and Hasbro’s Monopoly. Executive Producers are Bil Hayes, Deanie Wilcher and Kirk Streb. Director and Producer is Jen Stocks.

Follow UP and the Holderness family at:

-

www.UPtv.com

-

Online at www.TheHoldernessFamily.com

-

On YouTube at www.YouTube.com/TheHoldernessFamily

-

On Facebook at www.facebook.com/TheHoldernessFamily and on

Twitter @Pennholderness and @KimDHolderness

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 is widely available on cable systems and satellite providers across the United States. Based in Atlanta, UP is a division of UP Entertainment, LLC and partners with the ASPIRE network on sales, marketing and other operational services.

Follow UP on the Web at www.UPTv.com on Facebook at <https://www.facebook.com/UPtv>, Twitter on @UPtv and Instagram at UP_TV.

About Figure 8 Films

For over 20 years, Figure 8 Films has been creating some of the most popular shows on television. From its ground-breaking series "The Operation" and the pop-culture phenomenon "Jon and Kate Plus 8" to "Sister Wives" and "Salvage Dawgs," the goal has remained the same-- telling entertaining true stories about real people. Our mission is to connect the viewer with our characters in an emotional way and create a relationship that lasts beyond the final frame of the program. With some of the longest-running series currently on television, we're happy to say our approach continues to be a winning formula for success. As the company slogan says: Another Day, Another Adventure!

About Greenroom Communications

Greenroom Communications (visitthegreenroom.com) is a video production company with a sense of humor. We are innovative, we are high-energy, and we are full service. Our mission is to tell authentic stories through video that elicit an emotional response and compel people to share. Complementing our video expertise, we also provide a host of digital marketing and media training services to help your company connect with audiences both on and offline.

###

MEDIA CONTACTS

Chelsye J. Burrows

Kristina Stafford

770.692.4559

770.692.9939

cburrows@UPtv.com

kstafford@UPtv.com