



For Immediate Release

**UP IS TRENDING WITH
THE BRAND-NEW UP ORIGINAL PILOT**

“#HOLDERNESS” (Working Title)

**New Reality Pilot Focusing on The Holderness Family,
the Viral Video Phenomenon Behind “Xmas Jammies” and “All About That Baste”**

**Production Currently Underway in Raleigh, NC,
Premiere Slated for February 2015 on UP**

ATLANTA – December 10, 2014 – Production is underway in Raleigh, NC on the UP Original pilot **“#Holderness”** (working title), with the first family of viral video, The Holderness Family (“Xmas Jammies,” “All About That Baste”). The pilot will follow husband-wife team Penn & Kim and delve into their crazy life juggling their upstart digital content business while taking care of two young kids at home. Produced by Figure 8 Films (“19 Kids and Counting,” UP’s “Bringing Up Bates”) and Greenroom Communications, UP has ordered two episodes. The debut episodes – each ending with all-new videos – are slated to premiere exclusively on UP and UPtv.com in February 2015.

In the reality pilot **#Holderness**, viewers will follow The Holderness family as they attempt to turn this unconventional family business into a success, while experiencing challenges they’ve never faced before. Penn Holderness, a former local TV sports anchor, and wife Kim Dean Holderness, a former local TV reporter, have used the overwhelming success of their family’s lovable viral video, “Xmas Jammies,” to launch a unique family business. Their home-based company, Greenroom Communications (visitthegreenroom.com), creates comedic videos for clients looking for a fresh way to advertise. They will struggle with learning how to work together as spouses while co-parenting their adorable children, Lola (7) and Penn Charles (4). And for the first time, fans will see the creative process that goes into their work, whether it’s another catchy, trending family video, or a custom spot for a particular client. At the end of each episode, a brand-new video will debut. As viewers will see, The Holdernesses are a self-deprecating, funny, hip – and very *normal* – family.

"While the world has gotten to know online video sensations The Holdernesses with their funny, personalized music parody videos 'Xmas Jammies' and recent "All About That Baste," UP's new reality pilot **#Holderness** will take viewers behind-the-scenes and reveal a fresh side of this truly modern, creative family as they grow their new business," said Charley Humbard, president & CEO, UP.

"What we love about this family is that they are both completely relatable and absolutely unique," said Kirk Streb, partner/executive producer, Figure 8 Films. "We can all identify with the familiar challenges that come with being a busy professional couple, parenting and living an over-scheduled life. It's just that so few of us can effectively capture those struggles in a well-choreographed song. We cannot wait to take the viewer 'behind the music' with this fun family!"

"We are so honored that the team from UP and Figure 8 are interested in spotlighting us and our business. Just like our family, our business is hectic, unpredictable, imperfect, and most of all, fun," said Penn & Kim Holderness. "Honestly, we were flabbergasted when companies and networks approached us wanting to produce a show on our business. While flattering, we proceeded with caution. Then, we met the team from UP and Figure 8, and we knew immediately we could trust them with our story."

UP presents "**#Holderness**," an UP Entertainment production in association with Figure 8 Films and Greenroom Communications. Executive Producers are Bill Hayes and Kirk Streb. Director and Producer is Jen Stocks. Senior Production Manager is Kami Winningham. Producers are Deanie Wilcher and Mary Wilcher.

Follow the Holderness family at:

- www.UPTv.com
- Online at www.TheHoldernessFamily.com, on YouTube at www.youtube.com/channel/UCI2axinLKd00nMBW6RTASag, on Facebook at www.facebook.com/TheHoldernessFamily and on Twitter [@Pennholderness](https://twitter.com/Pennholderness) and [@kimjdean](https://twitter.com/kimjdean)

About UP

UP is the television network dedicated to uplifting viewers every day with original and acquired movies, reality and dramatic series, comedies and music specials. One of the most trusted family-friendly networks on cable, UP can be seen in 67 million homes on cable systems and satellite providers across the United States in both standard and high definition. Along with its mission to entertain, uplift and inspire viewers, UP's pro-social initiative "Uplift Someone" reminds and inspires people to do simple acts of kindness. 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, on Facebook at <https://www.facebook.com/UPTv>, Twitter on [@UPTv](https://twitter.com/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 of “Jon and Kate Plus 8” to the currently airing “Salvage Dawgs,” “Sister Wives” and “19 Kids and Counting,” the goal has remained the same-- telling entertaining true stories about real people. Whether the subject is a documentary or docu-series, our goal is to connect the viewer with our characters in an emotional way, from laughter to tears, 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.

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