



For Immediate Release

NANNY JO FROST RETURNS TO REBUILD AMERICA'S FAMILIES

UP ORIGINAL REALITY SERIES
"JO FROST: NANNY ON TOUR" SET TO PREMIERE
JANUARY 28 AT 8 P.M. EST EXCLUSIVELY ON UP

Jo Frost Returns to Help Families Overcome
the Most Difficult Modern Day Issues Affecting
Toddlers to Teens

Pasadena, CA / Television Critics Association - January 4, 2016 – UP takes its leading family entertainment brand to another level with a new, straightforward original reality series **"Jo Frost: Nanny on Tour,"** starring and executive produced by distinguished and beloved global parenting expert, **Jo Frost,** as she returns to American television to help families evolve through all stages of parenting from newborns and toddlers to tweens and teens. Each week, along with tackling all the sass and showdowns you get from unruly tots and rebellious teens, Jo will also address a different 21st century parental concern, such as technology overload, sleep deprivation, single parent stress, blended family feuds, life-threatening allergies and much more! **"Jo Frost: Nanny on Tour" will premiere on January 28 at 8 p.m. EST exclusively on UP and is produced by Nanny Jo Productions.**

In a household that has four kids under the age of nine, it takes a village to raise the Whisonant family, but even that may not be enough. With two stressed out grandmothers, and a mom who copes with frenzied cleaning, this multi-generational household is having a hard time getting the kids under control. In another episode, in a classic case of "careful what you wish for," the Adkins family struggled for

years to get pregnant and now they have two “miracles” who are acting out and refusing to sleep outside of mom and dad’s bed, causing major issues within the parents’ marriage. Jo arrives to teach these exhausted parents her famously intense sleep technique. Another family, the Sauers, are decorated police officers, but they can’t control their own “precinct” at home. The mom expressed that she is more at ease controlling 200 inmates than she is controlling her two children. What advice will Jo give them to keep order in their own home?

“We are thrilled to bring the foremost leader in fixing families -- Jo Frost -- back to American television in this all-new series expressly for and about families,” said Amy Winter, evp and general manager, UP. “This is a fantastic partnership for UP since it reinforces our brand promise of offering compelling family entertainment while also providing help to real families in need of solutions. It is remarkable to watch her in action, in some incredibly challenging situations, and see how quickly she is able to affect meaningful change on both children and parents. The issues being tackled by Nanny Jo are the same ones that face many families, so her sage advice will have an impact beyond the families featured on the series by offering real takeaways for the viewers at home.”

Throughout the season, Jo will travel across the country to a new city each week and work with one family that desperately needs her expertise. Before she arrives, she will monitor how the family acts from her mobile RV office, via surveillance cameras which the family agrees to have placed throughout their home, and then will hit the ground running. Using a combination of well-honed techniques, sincerity, love and humor, Jo will pinpoint each family’s challenges and give parents practical tools that they can implement on their own. Jo will make sure each family stays on track with the homework assignments they are given and will rejoice in their progress and counsel them during setbacks.

In addition to working one-on-one with families, Jo will also travel into communities delivering expert advice and delivering quick fixes on the spot, in places such as shopping malls, parks and town centers. Wherever there are parents in need, Jo will be there on her mission to save America’s families – one community at a time!

Jo Frost – one of the most recognizable and trusted parental experts and family advocates worldwide – has been in our living rooms for over 15 years. She has earned her reputation through over two decades of expert execution of professional and highly effective advice to millions of families. Frost has the intuitive ability to connect with children on their level and moreover organically connecting both parent and child. With over 20 years in childcare, beginning as a professional nanny, she has honed her successful methods of child-rearing with hands-on, real-life experience. She has encouraged and helped parents with different challenges — from potty training, sibling rivalry and sleep concerns to tantrums and teen communication issues — and continues to place practical solutions into homes, whether dealing with extreme or everyday problems.

Jo’s highly effective methods of child-rearing have been seen by millions worldwide on such popular TV shows as "Supernanny," "Jo Frost: Family Matters," "Family SOS" and the international series, "Jo Frost Nanny on Tour." In addition, Jo is a *New York Times* bestseller and the author of several insightful parenting guides, including her newest book, [Jo Frost’s Toddler Rules](#).

UP Presents “Jo Frost: Nanny on Tour,” produced by Nanny Jo Productions. Starring and executive produced by Jo Frost. Christian Horner is Executive Producer. Mike Evans is Executive in Charge.

Follow UP and Jo Frost on social media:

- www.UPTv.com
- Jo Frost on Twitter [@Jo_Frost](https://twitter.com/Jo_Frost) #NannyJo
- Jo Frost on Facebook [Jo Frost Official](https://www.facebook.com/JoFrostOfficial)

Note to Editor: For additional press materials, high resolution photos and screeners, please visit: www.UPTv.com/pressroom.

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, on Facebook at <https://www.facebook.com/UPtv>, Twitter on [@UPtv](https://twitter.com/UPtv) and Instagram at UP_TV.

About Nanny Jo Productions

Nanny Jo Productions was founded by Jo Frost to focus on producing quality, authentic and purposeful family programming. For over a decade, Frost, has created, co-produced and executive produced such shows as "Supernanny" "Extreme Parental Guidance" and "Family Matters" ITV, as well as her latest international series "Jo Frost Nanny on Tour."

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