



**For Immediate Release**

## **JO FROST, THE WORLD'S FOREMOST LEADER IN FIXING FAMILIES, STARS IN NEW UP ORIGINAL SERIES**

### **In 'Jo Frost: Nanny on Tour' Jo Frost Returns to Help a New Generation of Families with 21st Century Issues**

### **On Location Production Commences for 2016 Premiere**

**ATLANTA, September 29, 2015** - When it comes to fixing families in distress, only one expert has gained the respect of parents across the globe: Jo Frost. Now, Frost's Nanny Jo Productions is teaming up with UP TV to produce a new original series, "Jo Frost: Nanny on Tour," that will help families evolve through all stages of parenting from newborns and toddlers to tweens and teens. In the series, Jo will address many 21<sup>st</sup> century parental concerns, such as video game addiction, cyber-bullying, single parent stress, blended family feuds, and much more. Based on her highly successful international format, production has commenced in cities across the U.S. on ten one-hour episodes that will premiere on UP during the first quarter of 2016.



**Jo Frost**

In the new UP series, Jo will travel to a new city each week and work with one family that desperately needs her expertise. Before she arrives, she will monitor the family's behavior 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, dispensing her advice and delivering quick fixes on the spot, in places such as shopping malls, airports, parks, schools and

other town centers. Wherever there are parents in need, Jo will be there on a mission to save America's families – one community at a time!

Amy Winter, EVP/GM, UP, said, "I watched Jo Frost before I ever had kids of my own, just to gain insight into real-life child-rearing issues and how to handle them. Now that I have three young children, I find myself applying Jo's lessons on a regular basis. Our new series will deal with issues that are unique to 21st Century child rearing; things that parents of past generations never had to deal with. Jo will tackle situations including cyber-bullying, whether kids are spending too much time playing video games, when is it appropriate for children to get a cell phone, social media issues and so much more. This will be a transformative and highly entertaining series for a new generation of families with kids of all ages."

Jo said, "I have spent the last 11 years committed to helping families across America. I am privileged and honored to join with UP to have the opportunity to continue my purpose traveling to different communities across the United States to not only help families one-on-one but, to take what I do to the next level and bring to the forefront the importance of providing a public service to many families in a community. This 'factuality' series will enable me to gain great insight and give staple advice by breaking the fourth wall and showing viewers the importance of addressing every family member if need be. My new mobile RV office creates the perfect environment as I tour around America being instrumental in helping families who feel they are in helpless situations so that they can transform into a much improved version of themselves."

Production on "Jo Frost: Nanny on Tour" will begin in the southeast and will travel across the country as Jo helps families in need.

Casting for the series is still in progress. Interested parents who are seeking advice and who would like to be considered for Jo's new series may submit their request to <https://nannyontour.wufoo.com/forms/on-tour-with-jo-frost-application/> or at [www.UPtv.com/NannyJoTour](http://www.UPtv.com/NannyJoTour).

In addition to "Supernanny," Jo's highly effective methods of child-rearing have been seen by millions worldwide on such popular TV shows as "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.

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Note to Editor: For additional press materials, high resolution photos and screeners, please visit: [www.UPtv.com/pressroom](http://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](http://www.UPTv.com), on Facebook at <https://www.facebook.com/UPTv>, Twitter on @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."

### **About Jo Frost**

Jo Frost is a revered and beloved global parenting expert, bestselling author and television personality who has been in our living rooms for over 10 years executive producing and starring in a variety of her own television shows including "Supernanny," "Family Matters," "SOS," "Extreme Parental Guidance" and "Jo Frost: Nanny on Tour." Her six books on parenting, including her most recent (NAPPA Award Winning), Jo Frost's Toddler Rules, have become the go-to guides for child-rearing. Frost's direct yet caring style has helped millions of families across the world to achieve desired results. Frost is the most recognizable and trusted parental expert and family advocate worldwide and she has spent more than twenty five years executing professional and highly-effective tools and advice that are televised to (and read by) millions of families across the globe making an influential impact in the way parents choose to raise their families. It is well documented that Frost has always had a natural gift for connecting with children on their own level, and for bonding both parent and child organically. She has honed her successful methods of child-rearing with hands-on, real-life experience. Frost has encouraged and helped parents with different child-rearing challenges — from potty training and sibling rivalry to sleep concerns and tantrums — and continues to place practical solutions into homes, whether the problems are extreme or everyday challenges.

### **MEDIA CONTACTS**

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