

Small Town **BIG MAYOR**

For Immediate Release

UP CAPTURES A CHARMING, QUIRKY AND TOTALLY FAMILIAL SMALL COMMUNITY WITH A BIG HEART AND UNITED PURPOSE IN NEW SERIES

**“SMALL TOWN, BIG MAYOR”
STARRING THE PASSIONATE AND ENERGIZED
MAYOR JOHN HENRY BERRY**

**SPECIAL PREVIEW EPISODE OF THE BRAND NEW UP ORIGINAL SERIES
EXCLUSIVELY PREMIERES THURSDAY, MARCH 31 AT 9:30 p.m. EDT**

Atlanta, February 18, 2016– The quaint town of D’Lo, Mississippi, complete with one town hall, one masonic lodge, 240 cows, three swimming holes, 74 rocking chairs, three churches, a bonafide World War II veteran, 456 big-hearted residents and a passionate mayor with an ambitious 95-point plan to revitalize his beloved town, is the subject of UP TV’s newest original series **“Small Town, Big Mayor,”** which will premiere with a special preview episode on **Thursday, March 31 at 9:30 p.m. EDT.**

This docuseries follows the energized, fun-loving and ready-to-go Mayor John Henry Berry, his wife and kids, and members of the lovable community. Everyone puts their heart and soul into making D’Lo the greatest town in America. Working with the mayor is Mayor Pro Tem Ruth Griffin, who was born and raised in D’Lo. She is a powerful institution in local politics and was the first town board member to endorse John Henry when he announced he was running for mayor. The series also follows the local town clown, Jimmy “B’Baby” Feazall, who is always smiling and whose infectious laugh can bring a smile to anyone else’s face, and Tony Edwards, Jr., who grew up swimming and fishing with the mayor and now owns a local detailing business in D’Lo.

D’Lo, Mississippi is a quaint and quirky town straight from the 1950’s; nobody locks their doors, everybody knows everybody and life is idyllic for its residents. As the mayor puts it, the town is tiny, but has a lot of heart. There’s only one problem for this town of 456, Main Street is shut down and people are leaving to live in the big city at alarming rates, so it’s very possible that D’Lo may cease to exist.

Mayor John Henry Berry is a fourth generation D’Lo native and perhaps the most passionate, hands-on public servant in

America. The white-suit-wearing, golf-cart-driving, firebrand campaigned on the promise that he would restore D'Lo to its former glory, and he now has four years to do it. John Henry has developed an ambitious, 95-point plan to save his beloved town and, just as importantly, preserve a way of life that is dying all across America. But Mayor Berry's revitalization efforts are constantly complicated by the demands of his other duties as the town arbitrator, dog catcher, landscaper, sewer repairman, volunteer fireman, high school football announcer, Parish drummer and 4H Firearms Instructor. He's also the father to four kids, Ashley, Ben, Autumn and Preston, and husband to the First Lady of D'Lo, Angie.

"UP is dedicated to content for and about family, and '**Small Town, Big Mayor**' further expands our definition of family to include this charming, tight-knit community," said Amy Winter, evp and general manager, UP. "There's never a dull moment in this supportive town as the passionate mayor, his lovable family and the caring citizens all come together to help revitalize D'Lo to its former glory with lots of heart and humor along the way."

"**Small Town, Big Mayor**" is produced by American Chainsaws Entertainment and Captain Al's Big Big Pictures. Royal Malloy, Colt Straub and Duke Straub are Executive Producers, with Alex Eastburg serving as Executive Producer and Showrunner.

About American Chainsaws Entertainment

American Chainsaws Entertainment (ACE) is a Los Angeles based production company that focuses on loud television shows and big personalities. ACE produces Destination America's #1 rated show "Mountain Monsters" and "Alaska Monsters", has shows in development at Animal Planet, and has created and produced shows for Tru TV, Spike TV, Animal Planet, HGTV, MTV, Food Network, Fuse, and Animal Planet. American Chainsaws are represented by talent agency ICM.

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.

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

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