



**FOR IMMEDIATE RELEASE**  
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**BACKWOODS INGENUITY RUNS DEEP**  
**IN ALL-NEW SEASON OF DESTINATION AMERICA'S "HILLBILLY BLOOD"**

*3net to Simulcast Season Premiere in 3D on Sunday, April 13 at 10 and 10:30pm E/P*

(Silver Spring, Md.) – In Cold Mountain, North Carolina, the land is beautiful and the living is tough. In a remote region full of bizarre superstitions, colorful characters, and deep-rooted tradition, folks live off the land just like their parents, grandparents, and great-grandparents before them, carrying on the custom of getting by with little and making do with less. When it comes to living the hard-scrabble Appalachian life, there's nobody better than Eugene Runcus, who's got hillbilly ingenuity running through his veins, and his mountain brother, Spencer "Two-Dogs" Boljack, who has unlocked the secrets to backwoods survival. Go along with these mountain men in **HILLBILLY BLOOD**, returning for a second season on **Saturday, April 13 at 10 and 10:30pm E/P on Destination America, with a special 3net 3D simulcast.**

"**HILLBILLY BLOOD** is about more than just stories of life in Appalachia, it's a how-to guide – sort of a Hillbilly MacGyver – for surviving off the land and innovating with the natural resources the mountains offer," said Marc Etkind, SVP of Content Strategy for Destination America. "This show teaches us about home grown brilliance and one important lesson -- how to make so much out of so little."

Viewers will not only join in the **HILLBILLY BLOOD** mountain adventures but also learn how to remedy any sticky situation using commonplace tools and resources at hand, from rigging a hillbilly scuba suit to cobbling together a recipe for superior moonshine.

The first three episodes include:

***Moonshine Secrets premieres Saturday, April 13 at 10pm E/P***

Eugene Runcus is known for brewing some of the finest moonshine around, and every winter he counts on trading his hooch for some much-needed supplies to survive the cold conditions. When a new moonshiner with superior brew starts cutting into his territory and stealing customers, Eugene has no choice but to track down this mystery man and learn his secrets. With the help of Spencer, Eugene sets out to find this anonymous moonshiner's location and reclaim his reputation as the finest moonshiner on Cold Mountain. Along the way, they brave harsh terrain crossing a freezing river with a raft made out of vines and disarm a deadfall trap.

***Church and Snake premieres Saturday, April 13 at 10:30pm E/P***

A local preacher enlists the boys' help to capture snakes for a traditional mountain Pentecostal church service. Keeping community traditions alive is something that Eugene and Spencer hold dear. It's a dangerous assignment, but the boys are up to the task. Using their mountain wits, they devise hillbilly gadgets to protect themselves against the snakes' venomous bites while keeping the critters safe as well. Eugene crafts a humane snake grabber out of wood and wire, while the pair sets up a special zip line to safely transport any vipers they find.

***Sunken Treasure premieres Saturday, April 20 at 10pm E/P***

There's sunken treasure at the bottom of Pirate's Cove Lake – submerged timber left behind by the logging industry a century ago. To retrieve this precious wood, which could be worth a thousand dollars or more, Eugene and Spencer use every ounce of mountain ingenuity to rig a homemade pontoon boat and diving gear out of scrapyards junk. As Eugene turns an old plastic bucket, garden hose, and leaf blower into a diving helmet and air supply, he's willing to risk life and limb to try and free the log from the muddy depths, even if it means plunging into frigid waters.

**HILLBILLY BLOOD** is produced for Destination America and 3net by SuperfineFilms with Steven Miller as executive producer. For Destination America, Sara Helman is executive producer, Sara Kozak is SVP of production, Marc Etkind is SVP of content strategy, and Henry Schleiff is president and general manager.

**About Destination America**

Destination America is the only network to celebrate the people, places, and stories of the United States. The inclusive network targeting Adults 25-54 is available in 60 million homes, emblazoning television screens with the grit and tenacity, honesty and work ethic, humor and adventurousness that characterize our nation. Destination America features travel, food, adventure, home, and natural history, with original series like *BBQ Pitmasters*, *A Haunting*, *Epic*, and *Buying Alaska*. For more information, please visit [DestinationAmerica.com](http://DestinationAmerica.com), [facebook.com/DestinationAmerica](https://facebook.com/DestinationAmerica), or [twitter.com/DestAmerica](https://twitter.com/DestAmerica). Destination America is part of Discovery Communications (Nasdaq: DISCA, DISCB, DISCK), the world's #1 nonfiction media company reaching more than 1.8 billion cumulative subscribers in 218 countries and territories.

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