



## HGTV BUILDER/DESIGNER JASMINE ROTH ADDS DISTINCTIVE STYLE TO COOKIE CUTTER HOMES IN THE SECOND SEASON OF 'HIDDEN POTENTIAL'

**New York [May 15, 2019]** Giving identical suburban homes an out-of-the-box, custom overhaul is builder and designer Jasmine Roth's specialty and she is ramping up the creativity in the new season of HGTV's [Hidden Potential](#), premiering Monday, June 3, at 9 and 9:30 p.m. ET/PT. After attracting more than 10.8 million viewers during her freshman season, Jasmine returns to revive bland SoCal homes with pops of personality, imaginative layouts and smart storage solutions. Each property benefits from an interior and exterior overhaul that will make it the most beautiful and unexpected home on the block.

"In the heart of suburbia, every house looks the same," said Jasmine. "My goal is to take my client's home from cookie cutter to custom made and make all of their house dreams come true."

Throughout season two, Jasmine's innovative and personalized design plans wow homeowners and exceed their expectations. Her dynamic design solutions include a motorized serving tray built into a kitchen island, a stairwell with secret closets underneath and a gallery photo wall that boasts concealed storage compartments tucked between the studs. She also refreshes dull exteriors with new front doors, vibrant décor accents, lush patios and landscaping to define the outdoor space.

Beginning June 3, Jasmine also will star in a new six-part digital series, *Mind to Design*. Each Monday, a new episode will premiere on the HGTV app, [HGTV.com](#) and on [HGTV's YouTube channel](#). The online series, which also will be available on demand across all platforms, follows Jasmine as she shares design tips on how to create a custom look for any room.

To see more of *Hidden Potential*, fans can visit [hgtv.com/HiddenPotential](#) for exclusive before and after photo galleries and videos. Viewers also can interact on social media using [#HiddenPotential](#) and can follow Jasmine on Instagram at [JasmineRothOfficial](#).

### ABOUT HGTV

HGTV delivers the superstar experts, fascinating families, compelling renovations and stunning transformations that make all things home fun. America's favorite way to get entertaining, relatable and inspirational home and lifestyle content, HGTV offers: a top 10 cable network that is distributed to more than 88 million U.S. households; a website, [HGTV.com](#), that attracts an average of 10.8 million people each month; a social footprint of 20.6 million; HGTV Magazine, a monthly publication that reaches more than one million readers and exclusive collections of home-oriented products through the HGTV HOME™ consumer products line. Viewers can become fans of HGTV and interact with other home improvement enthusiasts through [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#). HGTV is owned by Discovery, Inc., a global leader in real life entertainment spanning 220 countries and territories, whose portfolio also includes Discovery Channel, Food Network, TLC, Investigation Discovery, and OWN: Oprah Winfrey Network.

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Kelly Rivezzi / [Kelly\\_Rivezzi@discovery.com](mailto:Kelly_Rivezzi@discovery.com) / 212-524-8155  
Chelsey Riemann / [Chelsey\\_Riemann@discovery.com](mailto:Chelsey_Riemann@discovery.com) / 865-560-4896