



## HGTV TO EXPAND 'HOME TOWN' JUGGERNAUT INTO MULTI SERIES FRANCHISE FIXING UP SMALL TOWNS NATIONWIDE

*'Home Town Kickstart Presented by PEOPLE' Scheduled to Premiere in 2022*

**NEW YORK [November 11, 2021]** Inspired, fueled and championed by two HGTV blockbuster hit series, [Home Town](#) and [Home Town Takeover](#) starring [Ben](#) and [Erin Napier](#), America's sweeping small town renaissance movement will get an even bigger national spotlight when the network expands the epic franchise with a greenlight for **Home Town Kickstart**, a new series presented in partnership with, **PEOPLE**, the No.1 brand in the United States celebrating popular culture. Scheduled to premiere in 2022, **Home Town Kickstart Presented by PEOPLE (wt)**, will give six quintessential small towns across the country a major boost to re-energize their revitalization efforts and realize a much-needed fresh start.

"Erin and I have renovated more than 80 homes in Laurel for *Home Town* and we've seen how these improvements change a community for the better," said Ben. "Now, with help from HGTV, we're going to continue what we started and help more small towns across the country."

During *Home Town Kickstart Presented by PEOPLE*, HGTV will mobilize and deploy its biggest stars to activate a three-pronged kickstart mission for each selected town: refresh the home of a local hero, give a small business an upgrade and invigorate a public space that will forever change the lives of everyone in the town. In addition, *PEOPLE* magazine will share the unique stories of each town and its most intriguing people.

"The staggering success and positive impact of *Home Town Takeover* showed us that the idea of small town revitalization resonates with America," said Jane Latman, president, HGTV & Streaming Home Content, Discovery, Inc. "To keep this incredible momentum going with *Home Town Kickstart*, we went back to the thousands of submissions we received for *Home Town Takeover* and identified six more towns to support with HGTV's star power and expertise. And, our collaboration with *PEOPLE* gives the selected towns another valuable showcase that could lead to more support and growth."

HGTV will premiere a new season of its flagship series *Home Town* on Sunday, December 26, at 8 p.m. ET/PT. The series, which attracted more than 31 million viewers during the last season, follows the Napiers as they renovate homes in their own hometown of Laurel, Mississippi.

The *Home Town* franchise also includes the [discovery+](#) original series, *Home Town: Ben's Workshop*, which returns to the streamer for a second season Sunday, December 19.

Fans can follow @HGTV on [Facebook](#), [Twitter](#), [TikTok](#) and [Instagram](#).

*Home Town*, *Home Town Takeover*, *Home Town: Ben's Workshop*, and *Home Town Kickstart Presented By PEOPLE (wt)* are all produced by RTR Media.

## **ABOUT HGTV**

HGTV delivers families with relatable stories, superstar real estate and renovation experts and amazing home transformations that inspire a passionate audience. For anyone seeking entertaining and aspirational home and lifestyle content, HGTV is the place to be. HGTV offers: a top 10 cable network that is distributed to 78 million U.S. households; a website, [HGTV.com](#), that attracts an average of 9.9 million people each month; a social footprint of 27 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. HGTV content also is available on [discovery+](#), the definitive non-fiction, real life subscription streaming service. Offered on a variety of platforms and devices, including ones from Amazon, Apple, Google, Microsoft, Roku and Samsung, discovery+ features a landmark partnership with Verizon [that gives their customers with select plans up to 12 months of discovery+ on Verizon](#).

Viewers can become fans of HGTV and interact with other home improvement enthusiasts through [Facebook](#), [Twitter](#), [Pinterest](#), [Instagram](#) and [TikTok](#). 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, Travel Channel, MotorTrend, Animal Planet, Science Channel, and the multi-platform JV with Chip and Joanna Gaines, Magnolia Network, as well as OWN: Oprah Winfrey Network.

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