

## 'FIXER TO FABULOUS' DELIVERS ITS HIGHEST-RATED SEASON PREMIERE FOR HGTV ON TUESDAY, NOV. 16

**New York [Nov. 22, 2021]** *Fixer to Fabulous,* HGTV's latest breakout hit starring popular Arkansas home renovators **Dave** and **Jenny Marrs**, delivered its highest-rated season premiere in the series history on Tuesday, Nov. 16, at 9 p.m. ET/PT with a 0.66 live plus three-day rating among P25-54, a 24 percent increase over its season two premiere. The rating among P25-54 also was a 15 percent increase over year-ago levels and a 60 percent lift over the prior six weeks. Among W25-54, the third season premiere also garnered a 0.81 L3 rating, a 26 percent increase over the last season premiere, a 14 percent increase over year-ago levels and a 50 percent increase over the previous six weeks.

The *Fixer to Fabulous* season premiere also delivered a 0.75 L3 rating among upscale P25-54, a 1.00 L3 rating among upscale W25-54, a 0.88 rating among P2+ and a 1.78 L3 household rating. Attracting more than 3.6 million total viewers, *Fixer to Fabulous* also ranked as a top 3 non-news cable premiere among P25-54, W25-54, M25-54, Households, P2+, upscale P25-54, upscale W25-54, and upscale M25-54 in the Tuesday 9-10 p.m. timeslot.

"Dave and Jenny are magnetic, creative, authentic and relatable and that really is the whole package when you're making great lifestyle television," said Jane Latman, president, HGTV & Home Streaming Content, Discovery, Inc. "We've had our eye on these two because we knew what they could do early on and, with 15 more episodes of *Fixer to Fabulous* on the way, there is plenty of time for new fans to find out what we've known along—HGTV has two new stars!"

Looking ahead to the holiday season, Marrs' fans can watch a new one-hour HGTV special, *Fixer to Fabulous Holiday Surprise*, on Tuesday, Dec. 14, at 9 p.m. ET/PT. The festive episode will follow Dave and Jenny as they help a local animal shelter get ready for the busy Christmas pet adoption season. The couple will install much-needed upgrades, including a refreshed exterior and lobby, an improved outdoor space, new dog kennels and a customized cat playroom, and will reopen the shelter by hosting a fun, holiday-themed pet adoption event for the community.

In addition to their new episodes of *Fixer to Fabulous* every Tuesday at 9 p.m., Dave and Jenny will star in a new <u>discovery+</u> series, *Fixer to Fabulous: Welcome Inn*, in early 2022. The four-episode series will follow their massive new business venture: transforming an 1880s historic home near downtown Rogers, Arkansas, into a fantastic bed-and-breakfast. And, the duo also will star as one of the four competing teams in season three of HGTV's mega-hit competition *Rock the Block* in early 2022.

Fans can stay connected with *Fixer to Fabulous* on HGTV's digital platforms and view the complete first two seasons on discovery+. Viewers can visit <u>HGTV.com/FixertoFabulous</u> to see

photos and videos from the show and interact on social media using #FixertoFab. Fans also can connect with Jenny and Dave on Instagram <u>@jennymarrs</u> and <u>@dave.marrs</u>.

Fixer to Fabulous is produced by RIVR 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, <u>HGTV.com</u>, 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 <u>discovery+</u>, 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 <u>Facebook</u>, <u>Twitter</u>, <u>Pinterest</u>, <u>Instagram</u> and <u>TikTok</u>. 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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