



HGTV BRINGS MATTEL'S WORLD-FAMOUS DREAMHOUSE TO LIFE IN NEW COMPETITION SERIES 'BARBIE DREAMHOUSE CHALLENGE' HOSTED BY SUPERMODEL ASHLEY GRAHAM

New York [March 21, 2023] One of the world's most iconic toys will become reality when HGTV taps into the zeitgeist of Mattel's Barbie® in its new competition series, *Barbie Dreamhouse Challenge*, set to premiere on HGTV this summer.

Inspired by the singular, enduring popularity of the global icon herself and by the excitement surrounding the upcoming release of the Warner Bros. Pictures film, *Barbie*, HGTV will harness the unmatched power of its corporate siblings to support four nostalgia-filled episodes and execute Barbie-themed cross-network content and promotions. Punctuated by celebrity guests, pop culture history and a plethora of Barbie surprises, *Barbie Dreamhouse Challenge* will be hosted by supermodel, designer, author and entrepreneur [Ashley Graham](#) and feature eight teams of HGTV superstars as they transform a Southern California home into a real-life Barbie Dreamhouse. In the end, one passionate Barbie fan will get the chance to win a once-in-a-lifetime stay in a home created for dreamers.

"By aligning two admired brands – HGTV and Mattel's Barbie – and mobilizing the power of the best-in-class portfolio of Warner Bros. Discovery, *Barbie Dreamhouse Challenge* will deliver a unique, visually stunning payoff for millions of fans who want to see their favorite HGTV stars bring a treasured childhood icon to life," said Loren Ruch, Head of Content, HGTV.

"I cannot wait to see Barbie's signature style get the life-sized treatment in an actual home," said Ashley. "She holds such a special place in my heart, especially since Mattel created a one-of-a-kind doll of me back in 2016. It feels like such a full circle moment now that I have a hand in the creation of her real-life Dreamhouse."

During the series, 15 talented HGTV home design and renovation experts and one celebrated Food Network chef will participate in the creation of Barbie's Dreamhouse, including: [Egypt Sherrod](#) and [Mike Jackson](#) (*Married to Real Estate*); [Jasmine Roth](#) (*Help! I Wrecked My House*) and [Antonia Lofaso](#) (*Beachside Brawl*); [Ty Pennington](#) (*Rock the Block*) and [Alison Victoria](#) (*Windy City Rehab*); [Jonathan Knight](#) and [Kristina Crestin](#) (*Farmhouse Fixer*); [Christina Hall](#) and [James Bender](#) (*Christina on the Coast*); [Keith Bynum](#) and [Evan Thomas](#) (*Bargain Block*); [Brian](#) and [Mika Kleinschmidt](#) (*100 Day Dream Home*); and [Michel Smith Boyd](#) and [Anthony Elle Williams](#) (*Luxe for Less*). Teams will overhaul areas of the home with an era-specific style, such

as an early 1960s atomic age kitchen, a '70s disco vibe for Ken's Den and a main bedroom decked out in '80s glam.

Additionally, Food Network will integrate Barbie-inspired elements into *Summer Baking Championship* and *Beachside Brawl*. Many of WBD's social media platforms will offer exclusive, behind-the-scenes content linked to *Barbie Dreamhouse Challenge*. The series and upcoming *Barbie* film will also receive a multi-page editorial profile in HGTV Magazine, further elevating it among more than eight million readers.

For the latest announcements on *Barbie Dreamhouse Challenge*, fans are invited to stay connected across HGTV's digital platforms at [HGTV.com](https://www.hgtv.com) and via @HGTV on [Facebook](https://www.facebook.com/hgtv), [Twitter](https://twitter.com/hgtv), [Instagram](https://www.instagram.com/hgtv) and [TikTok](https://www.tiktok.com/@hgtv) using the hashtag #BarbieDreamHouseChallenge.

Barbie Dreamhouse Challenge is produced by Mission Control and Mattel Television.

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 77 million U.S. households; a website, [HGTV.com](https://www.hgtv.com), that attracts an average of 11 million people each month; a social footprint of nearly 29 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](https://www.facebook.com/hgtv), [Twitter](https://twitter.com/hgtv), [Pinterest](https://www.pinterest.com/hgtv), [Instagram](https://www.instagram.com/hgtv) and [TikTok](https://www.tiktok.com/@hgtv). HGTV is owned by Warner Bros. Discovery, a leading global media and entertainment company available in more than 220 countries and territories and 50 languages whose portfolio also includes Discovery Channel, discovery+, CNN, DC, Eurosport, HBO, HBO Max, Food Network, OWN, Investigation Discovery, TLC, Magnolia Network, TNT, TBS, truTV, Travel Channel, MotorTrend, Animal Planet, Science Channel, Warner Bros. Pictures, Warner Bros. Television, Warner Bros. Games, New Line Cinema, Cartoon Network, Adult Swim, Turner Classic Movies, Discovery en Español, Hogar de HGTV and others. For more information, please visit www.wbd.com.

ABOUT MATTEL

Mattel is a leading global toy company and owner of one of the strongest catalogs of children's and family entertainment franchises in the world. We create innovative products and experiences that inspire, entertain, and develop children through play. We engage consumers through our portfolio of iconic brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends®, UNO®, Masters of the Universe®, Monster High® and MEGA®, as well as other popular intellectual properties that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming, music, and live events. We operate in 35 locations and our products are available in more than 150

countries in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering children to explore the wonder of childhood and reach their full potential. Visit us online at mattel.com.

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Media Contacts:

Kelly Rivezzi / kelly_rivezzi@discovery.com / 908-531-5935

Mariah Bowers / mariah_bowers@discovery.com / 865-809-5263