



SEASON PREMIERE OF 'HOME TOWN TAKEOVER' DELIVERS STRONG SUNDAY NIGHT PERFORMANCE FOR HGTV ON APRIL 23

New York [April 28, 2023] The season two premiere of HGTV's popular series [Home Town Takeover](#) on Sunday, April 23, at 8 p.m. ET/PT garnered over four million total viewers throughout its debut night. Starring [Ben](#) and [Erin Napier](#) ([Home Town](#)) and [Dave](#) and [Jenny Marrs](#) ([Fixer to Fabulous](#)) as they kicked-off the whole-town renovation of Fort Morgan, Colorado, the episode delivered a .73 live plus three-day rating among Adults 25-54 and a 1.00 L3 rating among Women 25-54, resulting in double-digit ratings increases of 26 percent and 36 respectively over year-ago levels. The episode also delivered a .81 L3 rating among Upscale Adults 25-54 and a 1.04 L3 rating among Upscale Women 25-54, garnering double-digit lifts of 14 percent and 17 from year-ago levels. In addition, excluding news and sports, it ranked as a top 5 cable premiere among Adults 25-54, Women 25-54, Upscale Adults 25-54 and Upscale Women 25-54 in its 8-9 p.m. timeslot.

"HGTV fans clearly love watching the Napiers and the Marrs come together with Food Network and HGTV all-star guest experts to give Fort Morgan a boost," said Loren Ruch, Head of Content, HGTV. "*Home Town Takeover* embodies the power of community – we are stronger when we band together to achieve a common goal, which makes for compelling storytelling."

Home Town Takeover fans also love to connect with the series on HGTV's digital platforms. Content in support of the April 23 episode, featuring a mix of original behind-the-scenes content from the set and sneak peeks from the show, delivered more than 1.7 million video views across [Facebook](#), [Twitter](#), [TikTok](#) and [Instagram](#), including this [fun visit from Erin & Ben to the world-famous WB backlot](#) that netted more than 400K views on Instagram alone. The premiere episode also delivered more than 44,000 page views on [HGTV.com](#).

Fans can interact with *Home Town Takeover* by following @HGTV and via [#HomeTownTakeover](#) on [Facebook](#), [Twitter](#), [TikTok](#) and [Instagram](#).

Home Town Takeover is 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 77 million U.S. households; a website, 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](#), [Twitter](#), [Pinterest](#), [Instagram](#) and [TikTok](#). 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.

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