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CONTACT: Rajul Mistry, 240-662-3004
Rajul_Mistry@discovery.com

SHE'S GOT STYLE, SHE'S GOT GRACE, SHE'S GOT... BILL ALVERSON!
PAGEANT COACH, BILL ALVERSON HELPS WOMEN BECOME TOP TITLE HOLDERS IN
TLC'S NEW SERIES, COACH CHARMING

*New 8-Episode Series Premieres with Two Back-To-Back Episodes on
Wednesday, November 4 at 10/9c*

(Silver Spring, MD) – Bill Alverson is the most desired pageant coach in the U.S. and is responsible for transforming hopefuls into the country's top title holders. In the small town of Andalusia, Alabama Bill is a prominent attorney and a very involved father of three. His candid and blistering honesty have made him a sought after champion behind the pageant stage, and in the courtroom alike. **COACH CHARMING** premieres Wednesday, November 4, at 10/9c on TLC.

The 8-episode series follows Bill as he meets with aspiring pageant competitors to teach them how to choose the right dress, make the perfect speech, show off their special talent, and take the all-important walk down center stage in their gown. It's not all lipstick and high heels. This is the real deal. Bill specializes in preparing contestants for the interview segment, which is one of the most important portions of a pageant. Hair extensions and bedazzled dresses are a piece of cake, but you can't fake smarts and poise. Throughout the season, Bill makes it his mission to prepare the girls both mentally and aesthetically to claim their crown!

Bill's advice doesn't stop at his contestants or law clients. His blunt style often causes fireworks in his personal life—*especially* when interacting with his close-knit family. Whether he's firing off with his daughter-in-law Helen Ann on what she should eat, drink and wear during her pregnancy; lecturing his youngest daughter, Stella on how and who to date; preaching to his oldest son and law partner, William on how to pursue a case; or inserting his opinions on his daughter, Blanche's future basketball career, Bill isn't afraid to speak his mind when it comes to

his family. But regardless what Bill dishes out, his family has learned that the only way to survive is to give the sass right back to good ole' Dad.

COACH CHARMING is produced by Tollbooth TV for TLC.

About TLC

Offering remarkably relatable real-life stories without judgment, TLC shares everyday heart, humor, hope, and human connection with programming genres that include fascinating families, heartwarming transformations, and life's milestone moments. In 2015, TLC was a top 10 cable network with women and over the past year had 25 series averaging 1 million P2+ viewers or more.

TLC is a global brand available in more than 95 million homes in the US and 303 million households in 190 markets internationally. A destination online, TLC.com offers in-depth fan sites and exclusive original video content. Fans can also interact with TLC through social media on Facebook, Instagram, Pinterest and @TLC on Twitter as well as On Demand services, YouTube and mobile platforms. TLC is part of Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), the world's #1 pay-TV programmer reaching nearly 3 billion cumulative subscribers in 220 countries and territories.

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