



**For Immediate Release  
September 26, 2013**

**THE HUB NETWORK AND GOODWILL® PARTNER TO LAUNCH  
“HUB NETWORK’S SHARE TO SCARE” NATIONAL CHARITY  
INITIATIVE THIS HALLOWEEN**

**Partnership Encourages Consumers to Donate  
Gently Used Costumes to Goodwill**

**Hub Network Will Donate One Dollar to Goodwill for Each Click on Their Online  
‘Share to Scare’ Banner**



LOS ANGELES – Since launching on October 10, 2010, [the Hub Network](#), a destination for kids and their families, has used the month of October as a time to broadcast spooky programming the entire family can enjoy. Starting September 27, the Hub Network will partner with Goodwill Industries International to encourage viewers to participate in the “**Hub Network’s Share to Scare**” charity program by donating gently used costumes and other items they no longer need to Goodwill. The campaign also asks people to visit the website [hubworld.com/halloween](http://hubworld.com/halloween) from Friday, September 27 through Thursday, October 31 and click on the “Share to Scare” banner. For each click, the Hub Network will donate \$1 to Goodwill, up to \$20,000, to support Goodwill’s mission of helping people find jobs and care for their families. The partnership coincides with the network’s upcoming “**Hub Network’s First Annual**

**Halloween Bash,**” celebrating all things Halloween, including a nationwide costume competition. The star-studded special will be broadcast Saturday, October 26, 8–10 p.m. ET/5–7 p.m. PT.

"The Hub Network is very pleased to partner with Goodwill on 'Share to Scare,'" said Margaret Loesch, President & CEO, the Hub Network. "This worthwhile and relevant corporate philanthropic initiative perfectly fits with the Hub Network's brand mission to provide ways for kids and their families to spend more fun and meaningful time together."

Besides donating gently used costumes, the Hub Network and Goodwill encourage viewers to donate clothing and household items to Goodwill. Goodwill sells the items in its local stores, and the revenues fund programs to help people build their careers as well as to provide community-based services such as child care services, financial education, transportation and youth mentoring.

"Each day, Goodwill helps people with disabilities and disadvantages build their careers so they can better care for their families," said Jim Gibbons, president and CEO of Goodwill Industries International. "We are grateful for the Hub Network's commitment to Goodwill's mission and encourage people to donate their gently used items and Halloween costumes to Goodwill."

To support the "Hub Network's Share to Scare" initiative, Screenvision, a leader in cinema advertising, will broadcast a month-long PSA in October in preshow before the movies in front of G, PG and PG-13 rated films. "Screenvision is pleased to support the Hub Network's commitment to Goodwill's mission, and we feel this message shown on movie screens will connect with moviegoers," added John McCauley, SVP Marketing, Screenvision.

"Hub Network's First Annual Halloween Bash" is a star-studded two-hour special celebrating the best of Halloween with a nationwide costume competition judged by a panel of celebrity presenters, including Halloween-expert Martha Stewart. The extravaganza will be hosted by "Saturday Night Live" actor and comedian, Kenan Thompson, and will feature chart-topping musical performances, including pop-star Cody Simpson, celebrity presenters such as Bailee Madison ("Trophy Wife"), Rico Rodriguez ("Modern Family"), Kean Johnson ("Spooksville") and Todd Newton ("Family Game Night"). The live-to-tape special will take place at Barker Hanger in Santa Monica, Calif. Bob Bain serves as executive producer and Paul Flattery is producer for Bob Bain Productions.

"The Halloween Bash" will also include a nationwide costume competition that anyone can enter and anyone can win. Submissions are being accepted until Sunday, September 29. Fifty semi-finalists representing each state in America will win a trip to Los Angeles to compete in the "Halloween Bash," where one lucky winner will take home \$25,000 and will have a chance at a walk-on role on the Hub Network's Daytime Emmy® Award-winning series, "R.L. Stine's The Haunting Hour: The Series." Viewers can visit [hubworld.com/halloween](http://hubworld.com/halloween) to view a two-minute tutorial with complete details and entry information about the nationwide costume competition.

Sponsors of the “Hub Network’s First Annual Halloween Bash” include Activision's Skylanders SWAP Force, Hasbro’s Furby Boom!, Party City and Sparkle® Paper Towels.

### **About the Hub Network**

The Hub Network is a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro, Inc., (NASDAQ: HAS) with a goal of entertaining, enlightening, empowering and educating children and their families. The cable and satellite television network features original programming as well as content from Discovery's library of award-winning children's educational programming; from Hasbro's rich portfolio of entertainment and educational properties built during the past 90 years; and from leading third-party producers worldwide. The Hub Network’s lineup includes animated and live-action series, as well as specials, game shows, and family-favorite movies. The network extends its content through a robust and engaging online presence at [www.hubworld.com](http://www.hubworld.com). The Hub Network rebranded from Discovery Kids on October 10, 2010, and is available in over 73 million U.S. households. The Hub Network logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

To find the channel in your area, please visit <http://www.hubworld.com> and check the channel locator at the top of the page.

Visit the Hub Network on Facebook at <http://www.facebook.com/hubtvnetwork> and Twitter [@HubTVNetwork](https://twitter.com/HubTVNetwork)

Note: For artwork, visit <http://press.discovery.com/us/hub/>

### **About Goodwill Industries International**

Goodwill Industries International is a network of 165 community-based agencies in the United States and Canada with affiliates in 13 other countries. Goodwill agencies are innovative and sustainable social enterprises that fund job training programs, employment placement services and other community-based programs by selling donated clothing and household items in more than 2,700 stores and online at [shopgoodwill.com](http://shopgoodwill.com)®. Goodwill also builds revenue and creates jobs by contracting with businesses and government agencies to provide a wide range of commercial services, including packaging and assembly, food service preparation, and document imaging and shredding. In 2012, more than 6.7 million people in the United States and Canada benefited from Goodwill's career services. Goodwill channels 82 percent of its revenues directly into its programs and services. To find a Goodwill location near you, use the online locator at [www.goodwill.org](http://www.goodwill.org), or call (800) GOODWILL. Follow us on Twitter: [@GoodwillIntl](https://twitter.com/GoodwillIntl), and find us on Facebook: [GoodwillIntl](https://www.facebook.com/GoodwillIntl).

### **About Screenvision**

Headquartered in New York, N.Y., Screenvision is a national leader in cinema advertising, offering onscreen advertising, in-lobby promotions and integrated marketing programs to national, regional and local advertisers and providing

comprehensive cinema advertising representation services to top tier theatrical exhibitors presenting the highest quality moviegoing experience. The Screenvision cinema advertising network is comprised of over 14,300 screens in 2,300+ theater locations across all 50 states and 94% of DMAs nationwide; delivering through more than 150 theatrical circuits, including 6 of the top 10 exhibitor companies. For more information: <http://www.screenvision.com>.

-- The Hub Network --

**Press Contacts:**

Crystal Williams, The Hub Network, (818) 531-3673, [crystal\\_williams@hubtv.com](mailto:crystal_williams@hubtv.com)

Charlene Sarmiento, Goodwill Industries International, (240) 333-5590,  
[charlene.sarmiento@goodwill.org](mailto:charlene.sarmiento@goodwill.org)