



For Immediate Release
April 2, 2014

**“KID PRESIDENT®: DECLARATION OF AWESOME”
STARRING YOUTUBE SENSATION KID PRESIDENT
TO PREMIERE THIS JUNE
ON THE HUB NETWORK**

Series Announced This Morning By Kid President

**Rainn Wilson (“The Office”) and Brad Montague, Creator of the YouTube
Series, Both Serve as Executive Producers**



LOS ANGELES — The [Hub Network](#), champions of family fun and the only network dedicated to providing kids and their families entertainment they can watch together, will premiere an all-new series this June called **“Kid President: Declaration of Awesome”** starring YouTube sensation, Kid President (aka, Robby Novak), whose online videos promoting love, laughter, and having fun, have featured everyone from President Obama to Beyoncé. The announcement was made this morning by Kid President himself on his YouTube channel, which can be viewed here (<http://youtu.be/M8PK61vBXMc>). The series is executive produced by actor Rainn Wilson (“The Office”) and Robby Novak’s brother-in-law, the show’s creator, Brad Montague. SoulPancake Television, LLC, will produce the “Kid President” TV series.

Ten-year-old Robby Novak created a worldwide following after his moving video, “A Pep Talk from Kid President to You,” went viral. That video is part of a YouTube series titled “Kid President” that has more than 75 million total views. Kid President’s online series is based on the belief that kids have a voice that needs to be heard and together with grown-ups they can make the world a better place. One of Kid President’s core philosophies is to “treat everybody like it’s their birthday.”

“At the Hub Network, Robby’s Kid President platform is one that we think everyone can embrace, because he is charming, clever, funny, inspirational and very relevant to today’s kids and families,” said Margaret Loesch, President and CEO, Hub Network. “With over 75 million views, we know ‘Kid President’ has the kind of cross-generational appeal that will speak to our core audience of children who like watching our shows with their parents and families.”

“Kid President is all about getting kids and grown-ups to work together to make the world more awesome,” says Executive Producer Rainn Wilson. “This show is an amazing blend of humor and heart, and The Hub Network is the perfect place for us to continue our mission to give the world a reason to dance. Plus, the network sent us an industrial-sized freezer full of corndogs. And we will do just about anything for corndogs.”

The docu-variety series reflects the universal values of kids and families across the country as seen through the lens of Kid President, whose playful spirit and positive approach to life inspires viewers to change this world for the better. In each episode, Kid President introduces a theme that is explored through interviews and interactions with a variety of diverse families. Each episode also features interactions between Kid President and a celebrity, as he has in the past with President Barack Obama, Steve Carrell, and Beyoncé, among others.

The series is produced by SoulPancake Television, LLC, which was founded by Rainn Wilson. Wilson and Kid President creator Brad Montague are executive producers of the series; Shabnam Mogharabi, Sarah North, and Golriz Lucina serve as co-executive producers.

Visit Kid President on Social Media:

Twitter: <https://twitter.com/iamkidpresident>

YouTube: <https://www.youtube.com/soulpancake>

#KidPresident

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) that champions family fun by providing relatable, funny, family friendly entertainment experiences that children and their parents can enjoy together. The cable and satellite television network features original

programming as well as content 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 HubNetwork.com. The Hub Network rebranded from Discovery Kids on October 10, 2010, and is available in nearly 71 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 HubNetwork.com and check the channel locator at the top of the page. To learn more about "Kid President: Declaration of Awesome," visit <http://www.hubnetwork.com/kidpresident>.

Visit the Hub Network on Social Media:

Facebook at [Facebook.com/HubTVNetwork](https://www.facebook.com/HubTVNetwork)

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Instagram [@HubTVNetwork](https://www.instagram.com/HubTVNetwork)

YouTube at [YouTube.com/HubTVNetwork](https://www.youtube.com/HubTVNetwork)

Note: For artwork, visit press.discovery.com/us/Hub/

About SoulPancake LLC

SoulPancake is actor Rainn Wilson's media and production company that creates content to explore the human experience. We have an Emmy Award-winning television division, a digital platform and Webby Award-winning premium YouTube channel (<http://www.youtube.com/soulpancake>), and a first-rate creative agency services team. Our content is joyful, thought-provoking, quirky, cinematic, and full of heartfelt emotion. You can find us on Twitter and Facebook [@soulpancake](https://www.facebook.com/soulpancake). And check out Kid President on Twitter [@iamkidpresident](https://twitter.com/iamkidpresident).

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