



NETWORK

**For Immediate Release**  
**December 18, 2013**

**THE HUB NETWORK WILL PREEMPT ALL PROGRAMMING CHRISTMAS MORNING TO BROADCAST A TRADITIONAL YULE LOG AND HOLIDAY MUSIC FROM 6–10 AM EASTERN TIME**

**The “My Little Pony Friendship Is Magic Yule Log”  
Encourages Family Togetherness During the Holiday Morning**

**Hub Network Animated Characters Will Make  
Periodic Cameo Appearances in the Scene**



LOS ANGELES — On Christmas morning, [the Hub Network](#), a destination for kids and their families, will preempt all regular programming to feature the **“My Little Pony Friendship Is Magic Yule Log,”** a Hub-centric version of the perennial favorite: a crackling yule log, complete with songs of the season playing in the background, Wednesday, December 25, 6–10 a.m. ET/3–7 a.m. PT. The programming preemption encourages family togetherness during the holiday morning.

Animated characters from a variety of Hub Network shows make cameo appearances around the fire, as seen at Pinkie Pie’s house where stockings have been hung for each of the core-cast ponies of “My Little Pony Friendship Is Magic,” including Princess Twilight Sparkle, Rarity, Rainbow Dash, Applejack, Pinkie Pie and Fluttershy. Fans can also go to [Hub Network’s YouTube channel](#) on December 25 to transform their computers and smart phones into crackling fireplaces of fun.

The original “Yule Log” program was first broadcast on Christmas morning in 1966 by local station WPIX as a gift to New York City residents, most of who live in apartments and do not have fireplaces. The program was a critical and ratings success and was broadcast for 23 years until it was taken off the air in the 1990s. The traditional “Yule Log” TV program has since returned and can be seen on numerous stations nationwide.

### **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 nearly 72 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 on Twitter @HubTVNetwork

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

-- The Hub Network --

### **Press Contact:**

Laura Sorenson, 818-531-3671, [laura\\_sorenson@hubtv.com](mailto:laura_sorenson@hubtv.com)