



**For Immediate Release
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CELEBRATE HALLOWEEN EARLY WITH A VIEWING PARTY FOR “HUB NETWORK’S FIRST ANNUAL HALLOWEEN BASH”

And Create a Costume with DIY Tips from *Martha Stewart’s Halloween*

LOS ANGELES — For kids of all ages, Halloween is THE night of the year to dress up as someone – or something – else. And this year, [The Hub Network](#), a destination for kids and their families, is celebrating costume creativity with the “**Hub Network’s First Annual Halloween Bash**,” to be broadcast on Saturday, October 26, 8–10 p.m. ET/5–7 p.m. PT. This star-studded special features a first-of-its-kind nationwide Halloween costume competition where one semi-finalist from each of the 50 States will compete to win best costume, \$25,000, and a chance to appear in a walk-on role in the Daytime Emmy® Award-winning series “R.L. Stine’s The Haunting Hour: The Series.” The contest will be judged by Halloween expert Martha Stewart, actor Hal Sparks and actress, singer and dancer CoCo Jones. Kenan Thompson (“Saturday Night Live”) is hosting the event; pop-music star Cody Simpson will be one of the musical performers; and celebrity presenters include: Bailee Madison, Rico Rodriguez, Keanu Johnson, and Todd Newton, among others to be announced.

Sneak a few pieces of fun-sized candy, gather some basic arts supplies and that TV remote, and host a viewing party for the “Hub Network’s First Annual Halloween Bash.” If viewers need some inspiration and are not sure where to get started on creating a costume, following are some tips garnered from the *Martha Stewart’s Halloween*, which is on stands now, and from www.MarthaStewart.com:

- To turn your kid into a charismatic cowboy, just rustle up some brown-paper grocery and trash-compactor bags. When you get home, snip and punch them into a fringed vest and chaps, then add paper-fastener studs and candy-cup conchos. A mop-maned horse is ready to accompany this rider on a hunt for candy.
- With a few clever tricks, it's easy to dress up as Napoleon and Josephine. These costumes take a needle and thread and minimal skill. Napoleon's jacket begins as a navy-blue hoodie; it's cut and then trimmed with sections of red felt and gold upholstery fringe. Josephine's dress is fashioned from lengths of inexpensive cotton, with elastic to cinch the top and create a gathered bodice; another piece of fabric becomes the shrug and sash. Use crystal beads to make a choker, necklace and bracelets fit for an empress.
- A striped shirt and a hat with a red flower shout "mime" loud and clear. That's thanks to Marcel Marceau, the famous Frenchman who debuted this now-iconic look. Easy to find striped boat neck shirts anchor the outfit and face paint finishes the effect.

The "Hub Network's First Annual Halloween Bash" is a live-to-tape special that will take place at Barker Hanger in Santa Monica, Calif. Bob Bain ("Nickelodeon's Kids Choice Awards"; Fox's "TEEN CHOICE" Awards) serves as executive producer and Paul Flattery is producer for Bob Bain Productions.

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. 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.

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-- The Hub Network --

Press Contact:

Crystal Williams, 818-531-3673, Crystal_Williams@HubTV.com