



FOR IMMEDIATE RELEASE

June 15, 2016

CONTACT:

Jared Albert, (786) 273-4476

jared_albert@discovery.com

GREAT SCOTT! DISCOVERY FAMILY CHANNEL ACCELERATES TO 88 MPH ON INDEPENDENCE DAY WITH THE “BACK TO THE FUTURE” TRILOGY BEGINNING AT 5PM ET

– Last Year’s “Back to the Future” Marathon Marked the Network’s Best Night Ever, Best Day Ever, and was the Second-Most Discussed Program on Social Media Among All Cable Networks –

(Miami, FL) – This Fourth of July, sit down with the family and get ready to go back...to back...to back...to the future with Discovery Family Channel. Celebrate a timeless American classic that is fun for all ages with Marty McFly and Doc Brown beginning at **5p/4c on Monday, July 4** with back-to-back airings of the entire **BACK TO THE FUTURE** trilogy throughout the evening. Additionally, if you’re busy saving the clock tower with your family, the marathon repeats history on Tuesday, July 5 beginning at 1:30p/12:30c.

Last year’s marathon on October 21, 2015 – the actual **BACK TO THE FUTURE** date from the beloved trilogy – drove the network to best night ever among P25-54 (354k), M25-54 (186k), W25-54 (168k), P18-49 (347k), M18-49 (182k) and W18-49 (165k) delivery. **BACK TO THE FUTURE** Parts I and II also rank as Discovery Family Channel’s top 2 telecasts ever among P18-49 delivery (385k for Part 2 at 9:30 PM and 269k for Part 1 at 7 PM). The marathon generated significant buzz online, boasting 24.8K total tweets and 22.4K unique tweet authors (excluding sports).

The Independence Day **BACK TO THE FUTURE** trilogy will air as follows:

Back to the Future – Airs Monday, July 4 at 5p/4c

From the Academy Award-winning filmmakers Steven Spielberg and Robert Zemeckis comes **BACK TO THE FUTURE** - the original, groundbreaking adventure that sparked one of the most successful trilogies ever! When teenager Marty McFly (Michael J. Fox) is blasted to 1955 in a DeLorean time machine created by the eccentric Doc Brown (Christopher Lloyd), he finds himself mixed up in a time-shattering chain reaction that could vaporize his future - and leave him trapped in the past. Powered by innovative special effects, unforgettable songs and non-stop action, **BACK TO THE FUTURE** is an unrivaled adventure for the entire family that stands the test of time.

Back to the Future Part II – Airs Monday, July 4 at 7:30p/6:30c

Getting back was only the beginning as the most spectacular time-travel adventure ever continues in **BACK TO THE FUTURE PART II**. Picking up precisely where they left off, Marty McFly and Doc Brown launch themselves to the year 2015 to fine-tune the future and inadvertently disrupt the space time continuum. Now, their only chance to fix the present is by going back to 1955 all over again before it is too late.

Back to the Future Part III – Airs Monday, July 4 at 10p/9c

They've saved the biggest trip for last as the most popular time-traveling movie trilogy ever comes to a rousing conclusion in **BACK TO THE FUTURE PART III**! Stranded in 1955 after a freak accident, Marty McFly discovers he must travel back to 1885 to rescue Doc Brown before he becomes smitten with school teacher Clara Clayton (Mary Steenburgen). Now, it's up to Marty to keep Doc out of trouble, get the DeLorean running and put the past, present and future on track so they can all get back to where - and when - they belong.

About Discovery Family Channel

The leading television destination for families in the United States, Discovery Family is available in more than 66 million U.S. homes and is a joint venture of Discovery Communications and Hasbro. Discovery Family is programmed with an inspirational mix of original series, family-friendly movies, and programming from Discovery's non-fiction library and Hasbro Studios' popular animation franchises, including **MY LITTLE PONY: FRIENDSHIP IS MAGIC**, **LITTLEST PET SHOP** and the Emmy-winning **TRANSFORMERS RESCUE BOTS**. The fun and approachable entertainment choice for women and families to share and spend time together, Discovery Family attracts children and their parents with the highest quality, real-world content that appeals to the entire family in the Home and Design, Food and Lifestyle genres in Primetime and award-winning animation programming in Daytime. In April 2016, Discovery Family was named Brand of the Year in the Kids' TV category and ranked highest in "Trust" and "Love" in the Kids' TV category in the 28th annual Harris Poll EquiTrend® Study.

Source: Nielsen Live+SD, NHI Calendar (10/21/15), Time Period Based Dayparts.

###