



'HOME TOWN KICKSTART PRESENTED BY PEOPLE' DEBUTS WITH STANDOUT PERFORMANCE AMONG KEY DEMOS

New York [April 29, 2022] More than 3.6 million total viewers tuned in to the series premiere of HGTV's [Home Town Kickstart Presented by PEOPLE](#) on Sunday, April 24, at 8 p.m. ET/PT. The episode garnered a .58 live plus three-day rating among P25-54 and a .73 live plus three-day rating among W25-54. Highlighting the renovation of a veteran's home, the restoration of the area's only movie theater, and the creation of a magnificent mural in Buffalo, Wyoming, the episode also delivered a .67 L3 rating among upscale P25-54 and a .84 L3 rating among upscale W25-54. In addition, ratings among M25-54 reflected an increase of 54 percent over the prior six weeks. *Home Town Kickstart Presented by PEOPLE* also ranked as a top 3 cable program with P25-54, upscale P25-54 and upscale W25-54 in the Sunday 8-9 p.m. ET/PT timeslot.

"The expansion of the *Home Town* franchise continues to feed our viewers by showcasing inspiring content led by HGTV's biggest stars," said Betsy Ayala, Senior Vice President, Programming & Development, HGTV. "*Home Town Kickstart Presented by PEOPLE* expands the small town revitalization movement that began with Ben and Erin and brings it to doorsteps across the country. The moving stories of local heroes paired with sublime home renovations and much-needed community improvement projects motivate us all to help the cities and towns where we live."

Strong fan support for *Home Town Presented by PEOPLE* was evident on HGTV's social platforms, with content supporting the season to date delivering 3.4 million video views across the net's [Facebook](#), [Twitter](#), and [Instagram](#), and [TikTok](#) accounts.

Fans can watch Ben and Erin as they inspire HGTV's top stars to take the network's small town revitalization movement across the country each week in new episodes of [Home Town Kickstart Presented by PEOPLE](#) on Sundays at 8 p.m. ET/PT on HGTV and [discovery+](#). They also can stream past seasons of [Home Town](#) and [Home Town Takeover](#) on discovery+.

Home Town Kickstart Presented by PEOPLE is produced by RTR Media Inc.

ABOUT HGTV

HGTV delivers families with relatable stories, superstar real estate and renovation experts and amazing home transformations that inspire a passionate audience. For anyone seeking entertaining and aspirational home and lifestyle content, HGTV is the place to be. HGTV offers: a top 10 cable network that is distributed to 80 million U.S. households; a website, [HGTV.com](#), that attracts an average of 9.7 million people each month; a social footprint of 27 million; HGTV

Magazine, a monthly publication that reaches more than one million readers; and exclusive collections of home-oriented products through the HGTV Home® consumer products line. HGTV content also is available on [discovery+](#), the definitive non-fiction, real life subscription streaming service available on most mobile and connected TV devices.

Viewers can become fans of HGTV and interact with other home improvement enthusiasts through [Facebook](#), [Twitter](#), [Pinterest](#), [Instagram](#) and [TikTok](#). HGTV is owned by Warner Bros. Discovery, a leading global media and entertainment company available in more than 220 countries and territories and 50 languages whose portfolio also includes Discovery Channel, CNN, DC, Eurosport, HBO, HBO Max, Food Network, OWN, Investigation Discovery, TLC, Magnolia Network, TNT, TBS, truTV, Travel Channel, MotorTrend, Animal Planet, Science Channel, Warner Bros. Pictures, Warner Bros. Television, Warner Bros. Games, New Line Cinema, Cartoon Network, Adult Swim, Turner Classic Movies, Discovery en Español, Hogar de HGTV and others. For more information, please visit www.wbd.com.

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