



For Immediate Release  
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**AFTER DISCOVERY'S "SHARK WEEK" COMES "BARK WEEK":  
A WEEK-LONG EVENT CELEBRATING MAN'S BEST FRIEND ON THE HUB  
NETWORK, STARTING AUGUST 17**

**For the First Time "Bark Week" Will Feature Four Animal Planet Programs,  
Including "America's Cutest," "It's Me or the Dog," "Bad Dog!" and "Too Cute!"**

**Network to Air Dog-Themed Family Movies, Including "Cats & Dogs," "101  
Dalmatians," "102 Dalmatians," "Snow Buddies," "Good Boy" and "Scooby-Doo"**



**TEASER CLIP: <http://bit.ly/WE1pPx>**

LOS ANGELES — Fresh off the biting adventures of Discovery's "Shark Week" comes the [Hub Network](#)'s celebration of a furrer creature — dogs. Starting Sunday, August 17 to Friday, August 22, the Network is bringing everyone's favorite family member and best friend to its air with "**Bark Week**," a special week full of fun canine programming for dog-lovers of all ages to enjoy. The tail-wagging week will feature four popular series from Animal Planet, a sister network also owned by Discovery, called "**America's Cutest**," "**It's Me or the Dog**," "**Bad Dog!**" and "**Too Cute!**" airing for the first time on the Hub Network, champions of family fun and the only network dedicated to providing kids and their families with entertainment they can watch together. It will also feature a different dog-themed family movie every night, including "Cats & Dogs," "101 Dalmatians," "102 Dalmatians," "Snow Buddies," "Good Boy" and "Scooby-Doo."

"'Bark Week' is fun new way that Hub Network delivers on its brand promise of making family fun by celebrating dogs and their special relationships with families," said Dena

Kapan, Chief Marketing Officer, Hub Network. "By packaging popular, family friendly dog shows and dog-themed movies together with dog-umentary interstitials, the Hub Network is providing comical, clever and relatable content that the whole family will enjoy watching together."

"Bark Week" kicks off Sunday, August 17 with special presentations of the movie "Cats & Dogs" followed by the Animal Planet series "Bad Dog!" "It's Me or the Dog" and "America's Cutest." Beginning Monday, August 18 to Friday, August 22, the Network will also air an episode of Animal Planet's "Too Cute!" followed by a dog-themed family movie. It will cap off each night with an episode of "America's Cutest," an episode of "Bad Dog!" and an episode of "It's Me or The Dog." Please see below for a detailed schedule. "Bark Week" will also give viewers a humorous look into the wonderful world of dogs with fun dog-umentary pieces airing as interstitials throughout the week. Much like the brave explorers of "Shark Week," who lower themselves into shark infested waters in the name of science and learning, the pieces will feature the Hub Network intrepidly entering a dog-infested bark park to study the habits of the domesticated canine in its natural habitat.

#### **About "Bad Dog!"**

"Bad Dog!" documents just how far pets can push their owners and still get unconditional love. They are some of the 'baddest' pets on the planet, but their owners love them just the way they are.

#### **About "It's Me or the Dog"**

Renowned British dog trainer Victoria Stilwell has seen everything from unruly hounds to pampered poodles. But how does she interact with the owners who are forced to live with these 'hell hounds'? Homes are destroyed and marriages are in trouble, so it is not just the dogs that need help. Victoria brings her unique approach to American families.

#### **About "America's Cutest"**

Can dogs be inspired by music to dance? Which breeds can walk on their hind legs? "America's Cutest" counts down the cutest doggie clips in the web-o-sphere and introduces some of the cutest dogs ever seen.

#### **About "Too Cute!"**

"Too Cute!" features three remarkable litters, three fascinating breeds and one amazing story: puppies coming of age. The first few months of their lives are an adorable adventure in a world where cuddly knows no bounds.

#### **Full "Bark Week" Schedule:**

Sunday, August 17

8 p.m. ET: **"Cats & Dogs"**

War is being waged between the two great armies of Cats and Dogs. When the Cats plot to destroy a new vaccine that would cure all human allergies to Dogs, the Dogs fight back to prevent the Cats from succeeding in their quest for world domination.

10 p.m. ET: **"Bad Dog!"**  
11 p.m. ET: **"It's Me or the Dog"**  
12 a.m. ET: **"Cats & Dogs"**  
2 a.m. ET: **"America's Cutest"**

Monday, August 18

6 p.m. ET: **"Too Cute!"**  
7 p.m. ET: **"101 Dalmatians"**

When a litter of Dalmatian puppies are dognapped by the wicked Cruella De Vil (Glenn Close), all of London's canines unite to rescue the pups before she uses them for a diabolical fashion statement in this live-action remake of Disney's animated classic.

9 p.m. ET: **"America's Cutest"**  
10 p.m. ET: **"Bad Dog!"**  
11 p.m. ET: **"It's Me or the Dog"**

Tuesday, August 19

6 p.m. ET: **"Too Cute!"**  
7 p.m. ET: **"102 Dalmatians"**

Oddball, a spotless Dalmatian puppy on a search for her rightful spots, and Waddlesworth, a wisecracking macaw who thinks he's a Rottweiler, lead a posse of puppies on a mission to outfox the wildly wicked Cruella De Vil (Glenn Close).

9 p.m. ET: **"America's Cutest"**  
10 p.m. ET: **"Bad Dog!"**  
11 p.m. ET: **"It's Me or the Dog"**

Wednesday, August 20

6 p.m. ET: **"Too Cute!"**  
7 p.m. ET: **"Snow Buddies"**

The Buddies venture to the frosty arctic and team up with new friends, Talon and Shasta, in a thrilling dog sled race across Alaska. The daring dogs have to band together and muster up courage to face the fur-raising challenges ahead.

9 p.m. ET: **"America's Cutest"**  
10 p.m. ET: **"Bad Dog!"**  
11 p.m. ET: **"It's Me or the Dog"**

Thursday, August 21

6 p.m. ET: **"Too Cute!"**  
7 p.m. ET: **"Good Boy"**

In this comedy starring Molly Shannon and Kevin Nealon and featuring the voice of Matthew Broderick, a canine agent, Hubble (Broderick), from the star Sirius is sent to verify the rumors that dogs have failed to take over the Planet Earth.

9 p.m. ET: **"America's Cutest"**

10 p.m. ET: **“Bad Dog!”**  
11 p.m. ET: **“It’s Me or the Dog”**

Friday, August 22

6 p.m. ET: **“Too Cute!”**  
7 p.m. ET: **“Scooby-Doo”**

The live-action adaptation of the beloved animated series catches up with Scooby-Doo and the Mystery Inc. gang as they meddle their way into a mystery that leads them into murky and supernatural waters. The movie stars Freddie Prinze, Jr. and Sarah Michelle Gellar.

9 p.m. ET: **“America’s Cutest”**  
10 p.m. ET: **“Bad Dog!”**  
11 p.m. ET: **“It’s Me or the Dog”**

### **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](http://HubNetwork.com). The Hub Network rebranded from Discovery Kids on October 10, 2010, and is available in more than 70 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](http://HubNetwork.com) and check the channel locator at the top of the page.

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