



## HGTV Pulling Out Stops to Promote â€˜Honeymoon Houseâ€™™

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HGTV, whose shows frequently appears on Daily Brief's Promo Mojo list, is pulling out the multiplatform stops to promote its new series, *Property Brothers at Home: Drew's Honeymoon House*.

The five-part series premieres Wednesday, Nov. 22, at 9 p.m. ET/PT, and stars Drew and Jonathan Scott, Drew's fiancée Linda Phan, and Drew and Jonathan's older brother, J.D. Together, the family will work together to renovate Drew and Linda's new home. Around that project and Drew and Linda's wedding, however, HGTV has planned lots of content.

"Together, our digital brands attract more than 513 million monthly visitors across many platforms and our flagship networks reach an average of 104 million viewers per month, so we can maximize the wedding theme to transcend home renovation," said Loren Ruch, senior vice president of programming for partnerships and special projects at HGTV, Food Network, Travel Channel, DIY Network, Cooking Channel and Great American Country, in a statement.

"Our audience is interested in everything from the cake and wedding dress to the invitations, the table decor and relationship stories. This convergent effort allows us to super-serve fans and give them more opportunities to share in the

fun and excitement."

To promote Honeymoon House, which will run through Dec. 20, HGTV is producing more than a dozen new short-form videos as well as exclusive digital and social content. A behind-the-scenes print story will run in HGTV Magazine, which will be available on newsstands on Tuesday, Nov. 14.

On Wednesday, Nov. 15, an 11-episode digital series, "Wedding Crafts with Linda," will premiere on HGTV's Facebook and Instagram pages. In the series, Linda and Drew will demonstrate everything they are doing themselves for their upcoming nuptials, including menus, cocktails, rehearsal dinner invitations, hot-air balloon table centerpieces, wedding favors and more.

Episodes of that show will become available for free download via HGTV's partners. On Thanksgiving Day, Thursday, Nov. 23, the premiere episode of Honeymoon House will be available for free on-demand and on HGTV.com, as well as on HGTV's TV Everywhere mobile and connected-device apps.

Every week, HGTV will post the couple's "selfie" videos to its Facebook, Twitter and Instagram platforms as they move closer to the wedding and to moving into their new home.

During the series' run, older brother J.D. will take over HGTV's Instagram Stories to share his perspective on everything from the ceremony to the home renovation. After Honeymoon Home concludes, fans can tune into a special episode of Food Network's Cake Hunters to continue to follow Drew and Linda as they search for the perfect wedding cake.

Fans also can visit the Property Brothers at their online hub, [HGTV.com/Brothers](http://HGTV.com/Brothers), to find more articles, videos and photo galleries.