



For Immediate Release

UPTV's "BRING THE SPRING" INSPIRATIONAL EASTER PROGRAMMING RETURNS MARCH 3

**UPTV's uplifting slate is filled with more than 60 hours of programming
including contemporary premiere movies, Bible favorites
and a Gaither Dennis Quaid Gospel Special**

ATLANTA – Feb. 29, 2024 – UPTV, the leader in uplifting entertainment, will celebrate the Spring and Easter season with four weekends of programming embracing love, hope, renewal, joy and faith. From a **new romance movie** every Sunday night, to the World Premiere music special *Dennis Quaid Fallen: A Gospel Record for Sinners*, to marathons of hit series, and **Bible movies** on Palm Sunday and Easter Sunday, viewers will be uplifted all season long.

"Every year UPTV is a top destination for viewers to celebrate the true meaning of Easter," said Hector Campos, senior vice president, content strategy and acquisition at UPTV. "This year's offering continues to deliver on programming celebrating new beginnings and a season of renewal. The 'Bring the Spring' slate features four contemporary movie premieres, marathons of fan-favorite series, Bible favorites and the World Premiere of *Dennis Quaid's Fallen: A Gospel Record for Sinners*. We invite families to the network to feel uplifted while also having a chance to win prizes."

UPTV's "Bring the Spring" event includes a sweepstakes where viewers can enter for the chance to win a gift card to spruce up their homes and get organized for the spring season. One (1) grand prize winner will receive a \$3K gift card and four (4) secondary winners will receive a \$500 gift card. Participants can enter at Spring.uptv.com. In 2023, UPTV's Easter programming reached 4.3 million viewers¹ between Palm Sunday and Easter Sunday as part of the network's "Bring the Spring" offering with +82% increase² in W25-54 compared to the year prior.

To keep track of upcoming movies, series and specials, viewers should download **The My UPTV app**. The app allows users to learn more about upcoming movies and series on the network, watch previews and request personalized showtime alerts. Viewers can also "favorite" movie titles to add to a personal collection to easily access them later, set calendar reminders and request notifications or text messages. Download the app: uptv.com/myapp.

Premiere Slate:

PROGRAM SCHEDULE

***The Single's Guidebook* – Sunday, March 3 at 7 p.m. ET – Cable Premiere**

Molly, a talented, scrupulous content creator, gets a surprise assignment to chronicle her newfound singlehood. But when she's paired with Jackson, her polar opposite, will she learn to stand on her own two feet, or will love get in the way?

Starring: Meggan Kaiser, Philip Boyd

***A Royal Makeover* – Sunday, March 10 at 7 p.m. ET – Cable Premiere**

When all-American Ramone discovers he is the heir to the European Kingdom of San Pablo, he is daunted by the prospect of becoming king. To prepare him for his royal duties, King Felipe hires royal expert Angelica to show Ramone the ropes on how a king is expected to behave for the coronation ceremony. Through lessons in history, etiquette, fine dining and even Spanish, Angelica transforms Ramone into the king he is destined to be. And maybe he found his queen in the process.

Starring: Veronica Long, Ricky Martinez

***Sweetly Salted* – Sunday, March 17 at 7 p.m. ET – Cable Premiere**

Alison remains notoriously anonymous when critiquing restaurants. But when she accidentally goes viral for trashing a new restaurant, her editor insists she make amends by going undercover as a prep cook for the chef she maligned.

Starring: Lanie McAuley, William Martinez

Palm Sunday – March 24

***The Ten Commandments* – 9 a.m. ET**

***The Chosen* Season 2 Marathon 1 p.m. – 11 p.m. ET**

Good Friday – March 29

***The Ten Commandments* – 1 p.m. ET**

***Mary, Mother of Jesus* – 5 p.m. ET**

***Dennis Quaid Fallen: A Gospel Record for Sinners* – 7 p.m. ET – World Premiere**

Emmy Image Award and two-time Golden Globe Image nominee Dennis Quaid has been playing music since his childhood. A touring musician with countless miles of performances, he delivers his debut Gospel performance video, *Dennis Quaid Fallen: A Gospel Record for Sinners*. In addition to his soul-stirring renditions of seven hymns and classics and five original songs, the actor/singer/songwriter sits down with Gospel music legend Bill Gaither for an inspiring conversation, sharing his journey of redemption and message of eternal hope.

***Writing a Love Song* – Sunday, March 31 at 7 p.m. ET – World Premiere**

Aspiring music producer Chloe Brandon puts her career on the line by promising a hit song to the record label from Dustin Miller, a once-successful country musician with writer's block, while keeping it all a secret from her boss. Can a blossoming romance inspire the hit love song they both need?

Starring Nina Kiri, Connor McMahon, Britt McRae, Lauren Howe, Kent Sheridan

1 Nielsen, LSD, Easter Programs 4/2/23-4/9/23 Total Day M-Su-6a-6a, P2+, Reach 1 min qual.

2 Nielsen, LSD, Easter Programs 2023 (4/2/23-4/9/23) vs Easter Programs 2022 (4/10/22-4/17/22) - Total Day M-Su-6a-6a, W25-54 Cov AA% (0.05)

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About UP Entertainment

UP Entertainment, home to UP Faith & Family, UPtv, AspireTV, AspireTV Life and Cine Romántico, is the destination for uplifting entertainment for passionate and diverse audiences across the leading cable, satellite and streaming platforms. UP Faith & Family is the leading streaming service in uplifting entertainment and includes exclusive access to original productions from the UP Entertainment family of brands. UPtv is the trusted network for adults seeking positive programming with relatable stories about relationships, filled with love and laughter, through exclusive premiere movies, box-office hit films and beloved series. AspireTV is the premier network for Black culture and urban lifestyle programming featuring original productions in food, home and fashion. AspireTV Life is the first free ad supported streaming television (FAST) channel dedicated to sharing the experiences of the multicultural audience through cooking, fashion, travel, design and more. Additionally, UP Entertainment in partnership with PixL Dos, manages and distributes Cine Romántico, a free ad-supported streaming television (FAST) channel featuring the best of Hollywood TV romance movies in Spanish. UP Entertainment's award-winning pro-social initiative, "UPlift Someone," has inspired over 200 million people to uplift others through its social videos and dedicated UPlift Someone Facebook page and website.

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