

**For Immediate Release**



**UP ENTERTAINMENT TO INTRODUCE  
FAMILY ENTERTAINMENT  
STREAMING BUNDLE TO SUBSCRIBERS**

**BUNDLE WILL INCLUDE UP FAITH & FAMILY AND GAITHERTV+  
WITH KIDS STREAMING SERVICE MINNO JOINING LATER THIS YEAR**

**ATLANTA – March 4, 2024 – UP Entertainment**, the leader in uplifting entertainment for passionate and diverse audiences across the leading cable, satellite and streaming platforms, is introducing a new bundling offer for viewers beginning in Q2. Subscribers will have access to UP Faith & Family and GaitherTV+ (home to the largest collection of Gospel and Country concerts and specials from the beloved Gaither Gospel Video Series) for \$9.99 per month or \$99 for the year. The bundle will be available to purchase on both the UP Faith & Family and the GaitherTV+ websites. Each service can still be accessed through its individual platform, but now consumers can choose the convenience of streamlined billing (single bill for both services) and significant savings versus buying each service separately. Free trials provide instant access through Apple, Android, and other major device platforms, and customers can modify or cancel their selected services at any time.

Later this year, UP Entertainment will further expand the bundle options to include a kids' streaming service through a partnership with Minno. Minno is the leading producer of quality media for kids that sparks imagination and curiosity around God and the Bible.

“As the leading independent streamer in uplifting entertainment, serving over a million customers, we are delighted to give our viewers even more positive programming options to share with the whole family,” said Philip Manwaring, Head of Streaming, UP Entertainment.

“While other streamers are raising prices and inserting ads, we’re thrilled to be able to partner

with trusted brands like Gaither Music and Minno to provide quality, uplifting entertainment ad-free for an affordable price.”

“We had no idea when we began recording videos where mass media and communication would one day be,” stated three-time Gospel Music Hall of Famer and GRAMMY winner Bill Gaither. “It is exciting to see our decades of performances and songs become available to folks far and wide through the work that UP Entertainment is doing. Their emphasis on uplifting, family-friendly entertainment compliments our mission to offer daily encouragement and eternal hope through Gospel music. We look forward to broadening what we do in partnership with UP Entertainment.”

“We at Minno are thrilled to partner with UP Entertainment to bring our faith-based children's content into more homes,” said Erick Goss, Minno CEO and Co-founder. “Our mission has always been to support families' spiritual journey by providing engaging, imaginative content that sparks curiosity about God and the Bible. Joining this bundle allows us to reach even more families, offering them a safe, enriching viewing experience that aligns with UP Entertainment's commitment to uplifting, family-friendly programming. Together, we're making it easier for parents to find content that entertains and fosters their children's faith.”

**UP Faith & Family**, the leading streaming service for uplifting entertainment, currently serves over a million families. UP Faith & Family is the only place where viewers can binge seasons of UPtv's hit original series. Subscribers can also stream the best family movies, cooking and design shows, uplifting Christian movies, kids favorites, Christmas movies, music specials, comedies and more. UP Faith & Family is the exclusive home to new seasons of the hit series *Heartland* in the U.S. months before anyone else. New titles are added to the service weekly. UP Faith & Family is available via Apple iOS, Apple TV, Amazon Fire TV, AndroidTV, Cox, Dish, Google Play, Prime Video Channels, Roku, Roku Channel, Samsung TVs, Sling, Verizon's +play, Xbox, Xfinity, YouTube and YouTube TV.

**GaitherTV+** provides access to Gaither's renowned and growing library of full-length concerts and specials, early premieres of new performances and shows, exclusive behind-the-scenes interviews and presentations and hundreds of titles to watch On Demand. The new subscription streaming service is the home of award-winning Country, Gospel, Bluegrass and Christian

music concerts, specials and series. Gaither Music reached over three billion audio and video streams in 2023.

**Minno** is the leading voice around the globe for using media to spark kids' imaginations and curiosity around God and the Bible. Minno connects families through media that creates shared faith experiences, supporting parents and grownups, and paving the way for enduring spiritual growth in children.

### **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, currently serving over a million families, 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.

### **MEDIA CONTACT:**

Kristina Stafford Kelly

[KKelly@upentertainment.com](mailto:KKelly@upentertainment.com)

770.692.9939

