



For Immediate Release

ASPIRETV TO DEBUT BLACK MALE-FOCUSED LIFE AND STYLE “POWER PLAYERS” HOUR PROGRAMMING BLOCK THIS FALL

New Series *Style Kings* and *Cut to It* Set to Premiere Sept. 4

ATLANTA – August 7, 2024 – AspireTV, the network that celebrates and reflects Black culture, life and style, will premiere two new original series this fall as part of its “Power Players” hour. Beginning **Wednesday, Sept. 4**, *Style Kings* will premiere at **8 p.m. ET** followed by *Cut to It* at **8:30 p.m. ET**.

Style Kings enters the world of high fashion and interior design with two successful entrepreneurs who specialize in luxurious style, **Justin Q. Williams** (Interior Designer) and **Dedrick Thomas** (Custom Clothier). *Style Kings* is an intimate peek into a brotherhood of two experts who have open and honest conversations, sharing how their artistic minds shape their approach to fashion and design. This show provides an in-depth look into their worlds, while inspiring viewers to define their own style and swagger. Catering to a roster of celebrity clients and high-profile projects including Atlanta Mayor **Andre Dickens**, NBA Coach **Jerry Stackhouse**, actress **Terri J Vaughn**, actor **Danny Glover**, Creative Director **D.L. Warfield** and social media influencer **Jarrett Billups**. *Style Kings* will elevate the discourse on Black men's contributions to art and culture in this 10-episode series.

In *Cut to It*, viewers are invited into this Los Angeles celebrity hotspot as the talented team of barbers serve up fresh cuts and jokes to their celebrity clientele. The barbershop has long been a cultural safe space for Black men, and this shop is no different! Catch the lively conversations, raucous laughter, and surprise celebrity appearances including actor/writer/producer/rapper **Omar Gooding**, comedian/actor **Tony Baker**, World Champion Boxer **Shawn Porter**, actor/writer/producer **Michael Jai White**, former NBA player Marcus Williams, comedian/actor **Tony Roberts**, Super Bowl Champion/two-time Olympian **Willie Gault** and director/actor/writer/producer **Bentley Kyle Evans**. AspireTV has ordered eight episodes.

“I am thrilled to launch our new ‘Power Players’ hour featuring the compelling and dynamic new original shows *Style Kings* and *Cut to It*,” said **Angela Cannon**, general manager, aspireTV.

“These shows celebrate powerful, successful and talented Black men who are at the top of their game. AspireTV is intentionally filling a void by offering positive portrayals of these amazing men who represent Black excellence. Dedrick, Justin and the men of *Cut to It* will inspire viewers with their creative vision, business savvy and their undeniable appeal.”

“All viewers will be entertained by their drive, passion, humor and, of course, their effortless charisma,” Cannon continued. “The ‘Power Players’ hour reinforces aspireTV’s commitment to showcase diverse, multi-dimensional depictions of Black culture and to provide programming that celebrates Black culture, life and style.”

Style Kings is produced by Picture Perfect Productions in association with Great Point Media with Willie Giles serving as executive producer. Jamie Nieto and Jeff Peterson are executive producers of *Cut to It*. It is produced by RAISING THE BAR ENTERTAINMENT INC and Latigo Entertainment, LLC.

AspireTV recently launched an app for iOS and android phones, ensuring viewers can engage with the aspireTV brand anytime and anywhere. The aspireTV app is the go-to destination for viewers to stay current on their favorite programs, series and movies that air on the linear network dedicated to Black culture and urban lifestyle programming. App users can set reminders, use the channel finder and stay in the loop on culture related topics across categories of news, entertainment, business, sports and Black history through the Tribe Talk blog which delivers fresh content each week.

To find aspireTV on cable in your area, go to <https://aspire.tv/channel>. AspireTV is also available nationally on DirecTV and DISH and can also be watched on DirecTV Stream, Sling or Philo.

About aspireTV

AspireTV is the television network that celebrates and reflects Black life, style and culture in a way that is inspiring, authentic and entertaining. In addition to fan-favorite comedies and movies, aspireTV invites viewers to “see yourself here” with series focused on food, travel,

home design and fashion, as well as the passion and pride of HBCUs. AspireTV+ is a new subscription streaming service for Black culture and urban lifestyle entertainment. From fashion and beauty to food and travel, there's a diverse selection of original programs, movies, series, independent films, documentaries and more.

For more information, visit www.aspire.tv, facebook.com/AspireTV, [@TVaspire](https://twitter.com/TVaspire) on X and [@TVaspire](https://www.instagram.com/TVaspire) on Instagram.

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