



**For Immediate Release**

**ASPIRETV TO PREMIERE *NOCHEBUENA* DEC. 6**

**The World Premiere Movie Will Debut  
as Part of the Network's Holiday Homecoming**

**ATLANTA – October 24, 2024 – AspireTV**, the network that celebrates and reflects Black culture, life and style, will premiere the Lantinx Christmas film *Nochebuena* on **Friday, Dec. 6 at 9 p.m. ET**. Rene Rosado (*The Conners*), Tanairi Sade Vazquez (*West Side Story*), Carmen Morales (HBO's *Entre Nos*), and Rose Bianco (*Cobra Kai*) star in the movie.

Nochebuena, which translates to “the good night” and is the Christmas eve celebration for Latinx people around the world, premiered at the 2023 New York Latino Film Festival, and is the directorial debut for director Adam Lopez, who co-produced under his Type A Entertainment banner with writer/producer Glenaliz Quezada. The film earned Lopez Best Director at the 2023 Georgia Latino International Film Festival and Vazquez winning Best Actress.

"Nochebuena is much more than just Christmas Eve; it is a night full of tradition and family warmth in Spanish culture," said Tina Rodriguez, senior director, content strategy & acquisition, aspireTV. "It is celebrated with a special dinner where friends and loved ones come together to share traditional dishes and toast to love and unity. The night is filled with joy and hope, marking the beginning of Christmas with a unique and endearing spirit that makes each celebration unforgettable. We are thrilled to have this incredible movie as the anchor to aspireTV's holiday offering."

The story follows Junior (played by Rosado), who grew up living across the street from his two best friends, Jennifer (played by Vazquez) and Melissa (played by Morales). After a freak accident and a life-altering moment following some good news, he discovers that “what is meant to be will always find its way” and realizes his story has been driven by fate all along.

Filmed entirely in Central Florida, Lopez said, “This project is special to me because it captures several nostalgic elements of my Christmas Eve and the specific traditions my family and I celebrated as a child. These Puerto Rican traditions, though sometimes outgrown, never really leave us. As a Hispanic creator, partnering with aspireTV is truly exciting, as it gives us the wonderful opportunity to showcase the rich and vibrant Latino holiday experience on television and the recently launched aspireTV+ SVOD service.”

Also included in aspireTV’s Holiday Homecoming are ***Holly Day* (Friday, Dec. 13 at 9 p.m. ET)** and ***He Who Findeth: A Cinderella Christmas Tale* (Friday, Dec. 20 at 9 p.m. ET)**. AspireTV will also be airing the Chandler Family Christmas franchise of movies, starring Malinda Williams and Victoria Rowell.

In *Holly Day*, a twist on the Dickens novel, we meet Holly, a tightly-wound businesswoman who's spent her life running from the ghosts of her past. But this holiday, they come back to find her. Starring Robinne Lee, Richard Portnow and Latarsha Rose. In *He Who Findeth: A Cinderella Christmas Tale*, as heir to the Anderson Corp. throne, Daniel is turning 30 and his parents have been trying to get him to settle down. They decide to throw a ball, to find a suitable mate. The movie stars Erica Hubbard, Brad James and LaKeta Booker.

### **Full Holiday Homecoming Schedule (All times ET)**

#### **Sunday, December 1:**

*Kiss Me for Christmas* 10 a.m.

*The Snowball Effect* 12 p.m.

*Sappy Holiday* 2 p.m.

*Our Christmas Love Story* 4 p.m.

*Merry Christmas, Baby!* 6 p.m.

*Chandler Christmas Getaway* 8 p.m.

*Marry Me for Christmas* 10 p.m.

*A Baby for Christmas* 12 a.m.

#### **Thursday, December 5:**

*Kiss Me for Christmas* 9 a.m.

*The Snowball Effect* 11 a.m.

**Friday, December 6:**

*Sappy Holiday* 9 a.m.

*Our Christmas Love Story* 11 a.m.

*Nochebuena* 9 p.m.

*Nochebuena* 11 p.m.

**Sunday, December 8:**

*Nochebuena* 10 a.m.

*Our Christmas Love Story* 12 p.m.

*Marry US for Christmas* 2 p.m.

*Christmas in Carolina* 4 p.m.

*Kiss Me for Christmas* 6 p.m.

*Sappy Holiday* 8 p.m.

*The Snowball Effect* 10 p.m.

*Our Christmas Love Story* 12 a.m.

**Thursday, December 12:**

*Merry Christmas, Baby!* 9 p.m.

*Chandler Christmas Getaway* 11 p.m.

**Friday, December 13:**

*Marry Me for Christmas* 9 a.m.

*A Baby for Christmas* 11 a.m.

*Holly Day* 9 p.m.

*Holly Day* 11 p.m.

**Sunday, December 15:**

*Merry Christmas, Baby!* 10 a.m.

*Chandler Christmas Getaway* 12 p.m.

*Holly Day* 2 p.m.

*Sappy Holiday* 4 p.m.

*Marry Me for Christmas* 6 p.m.

*Marry US for Christmas* 8 p.m.

*A Baby for Christmas* 10 p.m.

*Christmas in Carolina* 12 a.m.

**Thursday, December 19:**

*Nochebuena* 9 a.m.

*Marry US for Christmas* 11 a.m.

**Friday, December 20:**

*Christmas in Carolina* 9 a.m.

*Holly Day* 11 a.m.

*He Who Findeth: A Cinderella Christmas Tale* 9 p.m.

*He Who Findeth: A Cinderella Christmas Tale* 11 p.m.

**Sunday, December 22:**

*Kiss Me for Christmas* 10 a.m.

*He Who Findeth: A Cinderella Christmas Tale* 12 p.m.

*Our Christmas Love Story* 2 p.m.

*Holly Day* 4 p.m.

*The Snowball Effect* 6 p.m.

*Sappy Holiday* 8 p.m.

*Christmas in Carolina* 10 p.m.

*Nochebuena* 12 a.m.

**Tuesday, December 24:**

*Kiss Me for Christmas* 6 a.m.

*Christmas in Carolina* 8 a.m.

*The Snowball Effect* 10 a.m.

*Nochebuena* 12 p.m.

*Holly Day* 2 p.m.

*He Who Findeth: A Cinderella Christmas Tale* 4 p.m.

*Sappy Holiday* 6 p.m.

*Christmas in Carolina* 8 p.m.

*Kiss Me for Christmas* 10 p.m.

*Our Christmas Love Story* 12 a.m.

### **Wednesday, December 25:**

*Our Christmas Love Story* 6 a.m.

*Marry US for Christmas* 8 a.m.

*Marry Me for Christmas* 10 a.m.

*A Baby for Christmas* 12 p.m.

*Merry Christmas, Baby!* 2 p.m.

*Chandler Christmas Getaway* 4 p.m.

*Nochebuena* 6 p.m.

*The Snowball Effect* 8 p.m.

*Christmas in Carolina* 10 p.m.

*Kiss Me for Christmas* 12 a.m.

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, Philo and Frndly TV.

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

### **About UP Entertainment**

**UP Entertainment**, celebrating its 20<sup>th</sup> anniversary this October, is the destination for uplifting entertainment for passionate and diverse audiences across the leading cable, satellite and streaming platforms. Brands include **UP Faith & Family**, **UPtv**, **aspireTV**, **aspireTV+**, **GaitherTV+** and **Cine Romántico**. **UP Faith & Family** is the leading subscription streaming service in uplifting entertainment. **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 television network that celebrates and reflects Black culture, life and style in a way that is inspiring, authentic and entertaining. **AspireTV+** is a new subscription streaming service for Black culture and urban lifestyle entertainment. **GaitherTV+** provides access to Gaither's renowned and growing library of full-length award-winning Country, Gospel, Bluegrass and Christian concerts and specials, early premieres of new performances and shows, and exclusive behind-the-scenes interviews. UP Entertainment in partnership with PixL Dos, also manages and distributes **Cine Romántico**, a FAST channel featuring the best of Hollywood TV romance movies in Spanish. Additionally, UP Entertainment also represents partner brands **Ovation TV** and its AVOD and FAST services including **Journey**. **Ovation** is an independent television, production, and digital media company, with an unparalleled commitment to the arts, culture and entertainment. **Journey** is Ovation's free ad-supported video on demand channel focused on travel and entertainment. UP Entertainment's award-winning pro-social initiative, "UPlift Someone," has inspired over 200 million people to uplift others through its social videos.

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