



For Immediate Release

**UP ENTERTAINMENT ANNOUNCES
TOP 20 MOST UPLIFTING CITIES IN AMERICA**

**Greenwood, Miss.; Joplin, Mo.; Buffalo, N.Y.; and Albuquerque, N.M.
have the most uplifting residents in each of their regions**

ATLANTA – Oct. 16, 2024 – UP Entertainment, the leader in uplifting entertainment for passionate and diverse audiences across cable, satellite and streaming platforms, announced today the **Top 20 Most Uplifting Cities in America**. UP Entertainment partnered with **MRI-Simmons** to create this inaugural list using their 2023 Fall Local Flex MRI-Simmons to find the small to medium-sized cities in the United States who have the most uplifting residents*. These are cities where generosity, optimism, friendliness, volunteerism and spirituality were valued by the greatest percentage of the population. The Most Uplifting Cities in each region of the country are:

SOUTH	MIDWEST	NORTHEAST	WEST
Greenwood, MS	Joplin, MO	Buffalo, NY	Albuquerque, NM
Monroe, LA	St. Louis, MO	Erie, PA	Eureka, CA
Meridian, MS	Cape Girardeau, MO	Presque Isle, ME	Great Falls, MT
Macon, GA	Topeka, KS	Providence, RI	Yuma, AZ
Albany, GA	Flint, MI	Hartford, CT	Chico, CA

Among the DMA level data for the US (excluding the top 20), the most uplifting cities within each census region were selected based on having the highest percentage of residents who say they are an optimist and consider themselves a spiritual person. Also, they are willing to volunteer their time for a good cause and agree they are generally friendly and generous.

Some highlights of what makes these places UPlifting Cities:

Macon, Ga. has the Otis Redding Foundation and Otis Redding Center for the Arts, where the foundation mission is to empower, enrich, and motivate all young people through programs involving music, writing and instrumentation. In addition, the Keep Macon-Bibb Beautiful has a tree planting project designed to revitalize the historically significant MLK corridor in the area.

Each year, the **Flint, Mich.** community comes together for 810 Day (Eight Ten Day), an unofficial holiday in Flint which is a nod to the region's area "810" area code. The day is celebrated on August 10th with community events, fashion shows, and concerts all happening on one day. This event grows each year with people from throughout the community coming together to celebrate their hometown. Flint also has the Flint SPARKS program through Explore Flint & Genesee where individuals give back their time to the community. Consisting of individuals both young and old, the SPARKS volunteer at local visitor centers including one at Flint Bishop International Airport as well as support major events in the area like Back to the Bricks and the Crim Festival of Races.

In **Erie, Pa.**, Erie hosts the Keystone Nonprofit Conference through the Nonprofit Partnership. Packed with learning opportunities, networking opportunities and worthwhile partner/vendor connections, KeyCon is a conference for nonprofit professionals – from leadership to program staff. The nonprofit sector employs 19% of Erie's workforce. Created during the pandemic, Erie now also has Erie's Black Wall Street (EBWS) which is dedicated to fostering Black excellence and wealth while building a stronger, more connected community.

Meridian, Miss. has annual events for its residents such as the Jimmy Rodgers Music Festival (started in 1953, it's the longest running music festival in the country); State Games of Mississippi, the state's largest amateur "sportsfest" includes (40+) sports over a several week period and thousands of athletes; and the Soule Steam Festival. The exhibit, created in collaboration with the Smithsonian Institution Museums on Main Street program, is a key component of this celebration and illustrates the American workers' contribution in the Industrial Revolution.

UP Entertainment is celebrating its **20th Anniversary** on **October 30, 2024**. To commemorate the big day, the company has established October 30 as **National UPlift**

Someone Day through the National Day Archives. UPlift Someone is UP Entertainment's purpose and is a core value at the company. More information can be found at www.UPliftSomeone.com #UpliftSomeone.

*Methodology: Using 2023 Fall Local Flex MRI-Simmons data, the top five DMAs (excluding the top 20 DMAs by size) within each census region were selected based on the highest percentage of residents that Any Agree: I consider myself a spiritual person AND Any Agree: I often volunteer my time for a good cause AND Completely Agree: GENEROUS-giving, unselfish AND Any Agree: I am an optimist AND Any Agree: SOCIABLE-friendly, likeable.

About UP Entertainment

UP Entertainment, celebrating its 20th 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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