

For Immediate Release



**UP ENTERTAINMENT TO CELEBRATE
ITS 20TH ANNIVERSARY BY ESTABLISHING OCTOBER 30
AS NATIONAL UPLIFT SOMEONE DAY**

ATLANTA – Oct. 4, 2024 – UP Entertainment, the leader in uplifting entertainment for passionate and diverse audiences across cable, satellite and streaming platforms, 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 core purpose and is a core value at the company. Feeding America will be the national charity partner for the inaugural Uplift Someone Day. There will be messaging across UP Entertainment's channels throughout the month of October to raise awareness about food scarcity and share how people can get involved by donating, advocating or volunteering at the more than 200 food banks across the country. Go to [Feedingamerica.org](https://feedingamerica.org) to learn more. 1-800-Flowers.com® is also a national partner for Uplift Someone Day. In addition to participating, they will provide a 15%*off select gifts when customers use promo code **UPLIFTSOMEONE** at the time of purchase during the month of October so viewers can brighten someone’s day with flowers. UP Entertainment will also be running a sweepstakes with 1-800-Flowers.com® Oct. 14-28. There will be (5) winners for a \$100 floral arrangement, \$100 gift card and UP Faith & Family 1-year subscription. And (5) secondary winners for a \$50 floral arrangement and UP Faith & Family 1-year subscription. People can enter at <https://sweeps.uptv.com>. In UP Entertainment’s hometown, Girl Scouts of Greater Atlanta and the Atlanta Community Food Bank will also both be participating.

National Uplift Someone Day (October 30) will be a day to spread joy and appreciation. Acts of kindness such as a simple thank you or recognizing those who have made a positive impact can go a long way in making others feel connected and valued. When we see an uplifting act or are lucky enough to be the recipient, it energizes us to pay it forward. UP

Entertainment will encourage others to observe the day by finding a way to uplift at least one person. We'll share ways to uplift others both big and small (including but not limited to: volunteering, donating to an organization, spreading positivity, a random act of kindness or a community service project) through our on-air promotional spots, website, social media, email newsletter, app and community partnerships. More information can be found at UPliftsomeoneday.com #UpliftSomeone.

“When we launched UP Entertainment with Gospel Music Channel (now UPtv) on October 30, 2004, our mission was to uplift others through quality entertainment,” said Charley Humbard, UP Entertainment Founder and CEO. “Now 20 years later, as creators of the genre of Uplifting Entertainment, we are ensuring that our purpose reaches beyond the television screen into communities nationwide to give back and UPlift Someone by establishing October 30 as a National Day of Recognition. Whether it’s opening a door for someone, sending a thank you note, or volunteering, I encourage everyone to participate in ways big and small to make a difference for someone else.”

UP Entertainment employees will be celebrating the day by partnering with Love Beyond Walls to put together 500 “Blessing Bags” for the unhoused in the Atlanta area. Blessing Bags will contain a Poncho, Hand Sanitizer, Hygiene Kit, Socks, Lip Balm, Bottled Water, Snacks, LifeLine Resource Card and a Gift Card.

Here are 20 other ways to celebrate National UPlift Someone Day:

- Compliment a stranger.
- Buy a coffee or meal for the person behind you in line at the coffee shop or fast-food restaurant (drive-thru or at the order counter).
- Bake something for your neighbors, friends, or co-worker.
- Check in with family members or friends you haven’t seen recently through a phone call or text.
- Nominate someone who uplifts others at <http://upliftsomeone.com/>.
- Volunteer at a homeless shelter to help those in need.
- Leave out a basket with sealed packaged snacks and/or drinks for your local delivery driver.
- Be a positive voice online by leaving encouraging comments on social media posts or sharing uplifting news stories.

- Give an educator, school administrator, or anyone who works with our kids in education a verbal or written thank you.
- Donate non-perishable food to a local food bank. Visit [Feedingamerica.org](https://www.feedingamerica.org) to find one near you.
- Leave a kind/inspiring note in a library book as a bookmark.
- Donate blood in support of relief efforts.
- Befriend someone new to your neighborhood, school or work, by inviting them to an activity to help meet people.
- Give new or gently used items (clothes, toys, books, furniture) to those in need.
- The next time you leave a tip at a restaurant, include a kind note on the receipt for your server.
- Write a letter or simply say thank you to first responders you know or see (police officers, fire fighters, nurses, etc.).
- Offer to do yard work, walk their dog, get the mail or move the trash can to the curb for an older person in your neighborhood.
- Offer to babysit for a busy parent who could use a break.
- Organize to clean up a local park or plant a community garden.
- Provide mentorship to a young person looking for guidance or to learn about a career or skill that you are knowledgeable about.

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.

About Feeding America

Feeding America is committed to an America where no one is hungry. We support tens of millions of people who experience food insecurity, getting them the food and resources they say they need to succeed as a nationwide network of food banks, statewide food bank associations, food pantries and meal programs. We also invest in innovative solutions to increase equitable access to nutritious food, advocate for legislation that improves food security and work to address factors that impact food security, such as health, cost of living and employment. We partner with people experiencing food insecurity, policymakers, organizations and supporters, united with them in a movement to end hunger.

Visit [FeedingAmerica.org](https://www.feedingamerica.org) to learn more.

About the Atlanta Community Foodbank

The Atlanta Community Food Bank works to end hunger with the food, people, and big ideas needed to ensure our neighbors have the nourishment to lead healthy and productive lives. Far too many people in our own community experience hunger every day. Through nearly 700 community-based, nonprofit partners in 29 counties, we help thousands of families, children, and seniors get healthy food every year. Our goal is that all hungry people across metro Atlanta and north Georgia will have access to the nutritious meals they need when they need them. It takes the power of our whole community to make that possible. In 2023, the Atlanta Community Food Bank distributed its one billionth meal. Join us at [ACFB.org](https://www.acfb.org).

About Girl Scouts of Greater Atlanta

More than 23,000 Girl Scouts throughout 34 counties in the greater metropolitan Atlanta, northwest Georgia, and Polk County, TN bring their dreams to life and work together to build a better world. Girls of all backgrounds and abilities can be unapologetically themselves as they discover their strengths and rise to meet new challenges—whether they want to climb

to the top of a tree or the top of their class, lace up their boots for a hike, advocate for climate justice, or make their first best friends. Backed by trusted adult volunteers, mentors, and alums, Girl Scouts lead the way as they find their voices and make changes that affect the issues most important to them. To join us, volunteer, reconnect, or donate, visit girlscoutsatl.org

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