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MEDIA CONTACT:

Fifteen Minutes Public Relations (323) 556-9700

Joey Monroe – joey@fifteenminutes.com

Andrew Oldershaw – andrew@fifteenminutes.com

**GAY-CENTRIC YOUTUBE CHANNEL “GWIST” LAUNCHES
JANUARY 14, 2013**

*Innovative YouTube Partner Channel Will Feature Original Series From Celebrated
LGBT Talent And YouTube Stars*

[New York, NY - December 3, 2012] –A new YouTube partner channel targeted specifically to an LGBT and like-minded audience, **Gwist**, will launch on January 14, 2013 from Logo TV founder and veteran cable and digital media executive, Matt Farber. **Gwist** (<http://www.gwist.tv>), which stands for “TV With a Gay Twist,” is designed to appeal to anyone who enjoys a gay sensibility, and will feature weekly short-form series starring established LGBT talent and gay YouTube stars. Working closely with the YouTube team, **Gwist** will also incorporate innovative uses of the Google+ Hangouts platform into programming.

“An online video network is a natural next step in the evolution of gay media and entertainment”, says Matt Farber, who has launched several successful LGBT media brands including Viacom’s Logo, Clear Channel’s “Radio With a Twist” and Sony’s “Music With A Twist” record label. “The social media, on demand, and universal distribution aspects of online and mobile video are perfectly suited for niche programming. With broadcast and cable networks becoming more homogenous in order to reach the broadest audience, and online video consumption reaching critical mass, the time feels right for **Gwist**.”

Gwist has formed relationships with Bud Light, Orbitz, and the Atlantic City Alliance (the tourism marketing organization for Atlantic City, NJ) to include brand integrations into specific shows. Brand integrations, as well as other creative and production services for **Gwist** will be developed and produced by BARK BARK, a leading television brand integration/production agency whose Founder, Brian Tolleson, was the original Vice-President of Creative at Logo, and is a partner in the new venture. **Gwist** has also teamed with the Gay Ad Network to provide advertising services to reach brands that target gay and lesbian consumers.

Gwist has announced ten series, which include both original and established programming that will roll out in the months following launch:

- “*Gwissues*” with Howard Bragman—a panel discussion about a topic the LGBT community is talking about hosted by the legendary PR kingpin and television pundit.

- *The Randy Rainbow Show*—signature celebrity spoofs and comedic sketches featuring tongue-in-cheek commentary from established YouTube star Randy Rainbow.
- “*The Untitled Spousal Equivalent Game*” with Judy Gold—relationship game show where gay and straight couples face off to prove their marriages can be equally miserable, hosted by acclaimed lesbian comic Judy Gold.
- *Miss Richfield 1981 “Q and You”*—comedic advice show, from popular theatrical character Miss Richfield 1981.
- “*So Wrong!*” with Louis Virtel—contrarian analysis on why certain pop culture darlings really aren’t all that, from Logo personality and YouTube star Louis Virtel.
- “*Love’N Mo*”—a gay girls guide to sex and relationships for straight men starring former WNBA star Margot Clark. From Amy Goldstein/Steve Chivers.
- *Steam Room Stories*—popular scripted YouTube series about a towel-clad group of guys—gay and straight—discussing a topic at the gym. From Cinema 175 Productions.
- *Gay Snackbites*—stand up comedy segments featuring up and coming LGBT comics.
- *Cuentin’s Caddy Commentary*— an animated talk show from veteran animator, Matthew I. Jenkins (*Adult Swim’s Aqua Teen Hunger Force, Venture Brothers, The Brak Show*).
- *Tina Cesa Ward project (TBD)*—scripted drama from noted lesbian filmmaker and creator of popular web series “Anyone But Me”.

“We are really excited to have such a diverse slate of shows that appeal to not only the gay audience, but also to anyone who wants to ‘be a gay!’” added Farber. “We want producers and talent to see **Gwist** as a creative playground to showcase programming with a gay twist, and look forward to helping them find a home for their work.”

Follow **Gwist** on Twitter @GwistTV

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ABOUT MATT FARBER

Matt Farber, a veteran cable and digital media executive and entrepreneur, is President of DoubleBounce Media. DoubleBounce works in conjunction with leading lifestyle television production companies to create premium content for connected devices (e.g. web, mobile, tablet, etc) specifically tailored for advertisers. In June 2012, DoubleBounce merged with BARK BARK, a leading television brand integration agency, where he became a Partner and Head of Content. Additionally, Matt continues to operate Wilderness Media & Entertainment, a portfolio of businesses targeting the LGBT audience through which he founded and launched Viacom’s Logo network. Previously, Matt served as digital chief for MTV, General Manager for MTV2, and held various programming roles at MTV and in radio.

ABOUT BARK BARK

BARK BARK is one of the leading brand integration agencies working across multiple platforms (TV, online, mobile) to develop and execute advertiser integrations into original and existing content. Rejecting the “interruptive” model of traditional advertising, the agency works to bring marketers closer to the content in which viewers are already engaged. BARK BARK has created successful integrated campaigns for networks such as AMC, Bravo, TLC, HGTV, Food Network, History, and USA for advertisers such as SC Johnson, Target, P&G, Clorox, Subaru and Microsoft. <http://barkbark.com>

ABOUT GAY AD NETWORK

Gay Ad Network provides online, mobile and video advertising services to global and national brands targeting gay and lesbian consumers. As the category leading gay media network, Gay Ad Network directly

targets 6 million unique users per month across popular LGBT websites and apps plus an estimated 30 million LGBT users through its data-driven audience targeting service.

