

truTV teams up with Tumblr

Thursday, September 18, 2014



truTV Teams Up with Tumblr for First-of-Its-Kind Initiative Tied to New Series *Hack My Life*

Viewers Invited to Share Personal Life Hacks via hackmylifetrutv.tumblr.com, with Each Week's Best Featured as Part of truTV's New Life Hack Series

truTV and **Tumblr** are teaming up on a groundbreaking initiative tied to truTV's upcoming series *Hack My Life*. As part of the humorous and practical life-hack series, viewers will be invited to share their own hacks via hackmylifetrutv.tumblr.com, with each week's best hack chosen to be featured on the show. This marks the **first time ever** that Tumblr's user-generated content will be featured as a major component in the production or creative process of every episode of a weekly series. In addition, truTV and Tumblr are creating a special *Hack My Life* hub, where fans will be able to find life hacks on a wide variety of topics, as well as post their own.

Set to premiere in January 2015, *Hack My Life* will put a comedic spin on the never-ending supply of everyday life hacks. In each week's episode, hosts **Kevin Pereira** (*Attack of the Show*, *Pointless Podcast*) and **Brooke Van Poppelen** (*John Oliver's NY Stand Up Show*) will put life hacks to the test, pinpointing which shortcuts will really save time or money and which ones just don't live up to the hype. From parenting and the workday, to vacations and parties' lives will never be the same again.



"We're turning truTV into a place where creative people come to play, and the *Hack My Life* Tumblr hub and weekly challenges are a perfect way to reach one of the world's largest creative communities," said **Puja Vohra**, **senior vice president of marketing and digital for truTV**. "By integrating Tumblr users into this series, we're turning *Hack My Life* into a truly multi-platform experience that's not only practical in terms of the many great things you can learn, but also incredibly engaging and sharable."

truTV's Tumblr initiative will include a special *Hack My Life* Tumblr hub, through which fans can share personal life hacks and learn from hacks posted by others. In addition, in each week's episode of *Hack My Life*, hosts Kevin and Brooke will challenge viewers to share their own personal life hacks on a particular topic via Tumblr. The truTV digital team will then pick each challenge's best life hack to be featured on the show the following week. The top life hacks will also be spotlighted through truTV's social media, including on the *Hack My Life* Tumblr hub.

"People are always looking for great solutions to life's problems, and this integration is taking advantage of some of the most popular content on Tumblr and the collective expertise of our community. By inviting viewers to submit how-to content to the *Hack My Life* Tumblr hub, truTV is bridging the viewing audience to the show and giving them a valuable voice on air and online," said **Sima Sistani, head of media at Tumblr.**

About truTV

[truTV](#) takes viewers on a fun ride that surprises and entertains. It delivers a dynamic mix of action, comedy and competition, featuring engaging characters and compelling new worlds that pull you in and leave you wanting more. Currently seen in 92 million U.S. households, truTV features such popular original series as [Impractical Jokers](#), [The Carbonaro Effect](#), [Hardcore Pawn](#) and [South Beach Tow](#), as well as the upcoming series *Friends of the People*, *How to Be a Grown-Up*, *Fake Off*, *Hair Jacked*, *Jokers Wild*, *Breaking Greenville*, *Branson Famous*, *Kart Life*, *Hack My Life* and *Barmageddon*. In addition, truTV is a partner in airing the NCAA Division I Men's Basketball Championship.

[Turner Broadcasting System, Inc.](#), a [Time Warner](#) company, creates and programs branded news; entertainment; animation and young adult; and sports media environments on television and other platforms for consumers around the world.

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Publicity Contacts

Brad Bernstein

404.575.7750

Brad.bernstein@turner.com

Karen Shosfy

Karen@tumblr.com

Dejon Mullings

212.981.5273

Dejon_mullings@dkcnews.com

