

March 30, 2020

FREEFORM LAUNCHES #STAYTHEFFHOME PRO-SOCIAL CAMPAIGN TO ENCOURAGE SOCIAL DISTANCING

MULTIPLATFORM CAMPAIGN ANCHORED BY SOCIAL PSAs AND ON-AIR MARATHON OF BREAKOUT SERIES ‘EVERYTHING’S GONNA BE OKAY’



Photo Credit: Freeform*

Freeform announced today the launch of a multiplatform social distancing campaign titled #StayTheFFHome, encouraging young adults to stay home. The campaign features talent across the cable network and includes out-of-home, on-air and social PSAs telling people everywhere to #StayTheFFHome. Through the use of social content, #StayTheFFHome aims to distract, educate and entertain fans while creating a sense of communal viewing.

As part of the campaign, the network is airing a special marathon of Freeform’s breakout comedy series, aptly titled “Everything’s Gonna Be Okay,” on Friday, April 3, starting at 5:30 p.m. EDT/PDT, featuring a live social talkback with the series’ talent on Twitter and Instagram Live. Additionally, the network is offering weekend themed movie binges, including “Chick Flick Weekend,” “Super Hero Movie Weekend,” “FunDay Weekend,” and “Hunger Games Weekend.”

To view social graphics, PSAs and still images of the outdoor campaign, please click [here](#).

“Everything’s Gonna Be Okay” Marathon – Friday, April 3

- 5:30 p.m. – Episode #1001 – “Seven-Spotted Ladybug”
- 6:30 p.m. – Episode #1002 – “Greenbottle Blue Tarantula”
- 7:00 p.m. – Episode #1003 – “Giant Asian Mantises”
- 7:30 p.m. – Episode #1004 – “Silkmoths”
- 8:00 p.m. – Episode #1005 – “West African Giant Black Millipedes”
- 8:30 p.m. – Episode #1006 – “Harvester Ants”
- 9:00 p.m. – Episode #1007 – “Blue Death-Feigning Beetles”
- 9:30 p.m. – Episode #1008 – “Maggots”

10:00 p.m. – Episode #1009 – “Monarch Butterflies”
10:30 p.m. – Episode #1010 – “Discoid Cockroaches”

Chick Flick Weekend – April 4-5

Saturday, April 4

7:00 a.m. – “Rock of Ages”
10:10 a.m. – “Miss Congeniality”
12:50 p.m. – “Miss Congeniality 2: Armed and Fabulous”
3:30 p.m. – “Dirty Dancing”
6:05 p.m. – “Pretty Woman”
8:45 p.m. – “Pitch Perfect”
11:25 p.m. – “Keeping Up with The Joneses”

Sunday, April 5

7:30 a.m. – “Miss Congeniality 2: Armed and Fabulous”
10:13 a.m. – “Keeping Up with the Joneses”
12:47 p.m. – “Dirty Dancing”
3:24 p.m. – “Pretty Woman”
6:05 p.m. – “Pitch Perfect”
8:45 p.m. – “How to Be Single”
11:20 p.m. – “Forgetting Sarah Marshall”

Super Hero Movie Weekend – April 11-12

Saturday, April 11

7:30 a.m. – “Back to the Future”
10:10 a.m. – “Holes”
12:50 p.m. – Disney’s “Bolt”
3:00 p.m. – “Jumanji” (1995)
5:30 p.m. – Disney/Pixar’s “The Incredibles”
8:10 p.m. – “Spider-Man: Homecoming”
11:20 p.m. – Marvel’s “Guardians of the Galaxy”

Sunday, April 12

7:30 a.m. – “Holes”
10:10 a.m. – Disney’s “Bolt”
12:20 p.m. – “Jumanji” (1995)
2:50 p.m. – Disney/Pixar’s “The Incredibles”
5:30 p.m. – “Spider-Man: Homecoming”
8:40 p.m. – Marvel’s “Guardians of the Galaxy”
11:20 p.m. – “Back to the Future”

FunDay Weekend – April 18-19

Saturday, April 18

7:30 a.m. – “What a Girl Wants”
10:00 a.m. – “Grown Ups”
12:25 p.m. – “Charlie and the Chocolate Factory”
3:05 p.m. – “Matilda”
5:10 p.m. – “Despicable Me”

7:15 p.m. – “Despicable Me 2”
9:25 p.m. – Disney’s “Wreck-It Ralph”
11:30 p.m. – Disney’s “The Jungle Book” (2016)

Sunday, April 19

8:00 a.m. – “Charlie and the Chocolate Factory”
10:30 a.m. – “Matilda”
12:35 p.m. – Disney’s “The Jungle Book” (2016)
3:05 p.m. – “Despicable Me”
5:10 p.m. – “Despicable Me 2”
7:20 p.m. – Disney’s “Wreck-It Ralph”
9:25 p.m. – Disney/Pixar’s “A Bug’s Life”
11:30 p.m. – “Jumanji” (1995)

Hunger Games Weekend – April 25 & 26

Saturday, April 25

8:00 a.m. – “The Waterboy”
10:00 a.m. – “Pirates of the Caribbean: The Curse of the Black Pearl”
1:15 p.m. – “The Hunger Games”
4:30 p.m. – “The Hunger Games: Catching Fire”
8:05 p.m. – “The Hunger Games: Mockingjay, Part 1”
10:45 p.m. – “The Hunger Games: Mockingjay, Part 2”

Sunday, April 26

7:30 a.m. – “Pirates of the Caribbean: The Curse of the Black Pearl”
10:45 p.m. – “The Hunger Games”
2:00 p.m. – “The Hunger Games: Catching Fire”
5:30 p.m. – “The Hunger Games: Mockingjay, Part 1”
8:10 p.m. – “The Hunger Games: Mockingjay, Part 2”
11:25 p.m. – Marvel’s “Guardians of the Galaxy”

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