



**TV LAND AND MATCHINGDONORS.COM RAISE AWARENESS  
FOR ORGAN DONATION WITH  
“HOT IN CLEVELAND” EPISODE AIRING JULY 17<sup>TH</sup>**

Santa Monica, CA – July 11, 2013 – TV Land has partnered with MatchingDonors.com, a leading non-profit organ donation website, it was announced today. On the July 17<sup>th</sup> episode of the channel's hit sitcom, “Hot in Cleveland,” actress Victoria Chase (Wendie Malick) makes a life-changing decision to donate her kidney to an ailing young girl. TVLand.com and MatchingDonors.com will also feature an organ donation PSA from Wendie Malick in an effort to increase awareness of the urgent need for organ donations in the US. TV Land “Hot in Cleveland,” now in its fourth season, airs on **Wednesday nights at 10pm ET/PT.**

“We are so pleased that ‘Hot in Cleveland’ could help shed light on this important subject,” said Larry W. Jones, president, TV Land. “Organ donation is a selfless act of kindness and TV Land is proud to be involved with an organization like MatchingDonors.com.”

“We are proud to partner with TV Land. Their unselfish efforts in promoting organ donor awareness will directly result in saving lives,” stated Paul Dooley, CEO/Founder, Matchingdonors.com.

**About MatchingDonors.com:**

Every day in the United States there are 19 people who die waiting for an organ transplant. MatchingDonors.com has become the world's largest and most successful nonprofit organization promoting, registering, and finding living organ donors for people needing organ transplants. Organ failure is rampant in all segments, races and ages across the U.S.

## **About Hot in Cleveland:**

Debuting June 2010, "Hot in Cleveland" premiere episode was the highest-rated telecast in TV Land's 14-year history. Through its past three full seasons, "Hot in Cleveland" averaged 3 million total viewers, according to Nielsen.

"Hot in Cleveland" revolves around three fabulous best friends from LA – Melanie Moretti (Valerie Bertinelli), Joy Scroggs (Jane Leeves) and Victoria Chase (Wendie Malick) – who find their lives changed forever when their plane, headed for Paris, makes an unexpected landing. When the friends discover that life is better in Cleveland, they decide to stay. Starting over together, they rent a house that happens to come with a very opinionated caretaker, Elka Ostrovsky (White).

Filmed in front of a live audience, "Hot in Cleveland" is executive produced by Emmy® Award-winner Sean Hayes and Todd Milliner of Hazy Mills Productions and is helmed by Emmy® Award-winning Suzanne Martin ("Frasier," "Ellen") serving as executive producer, show runner and writer. Lynda Obst also serves as executive producer, and Larry W. Jones and Keith Cox are executive producers for TV Land. "Hot in Cleveland" is currently seen around the world in over 190 countries.

**Please log onto [www.tvlandpress.com](http://www.tvlandpress.com) for up-to-the-minute information, press releases and photos.**

## **About TV Land**

[TV Land](http://www.tvland.com) is the programming destination featuring the best in entertainment on all platforms for consumers in their 40s and 50s. Consisting of original programming, classic and contemporary television series acquisitions, hit movies and a full-service Web site, TV Land is now seen in over 98 million U.S. homes.

## **About Viacom**

Viacom (NASDAQ: VIA, VIAB) is home to the world's premier entertainment brands that connect with audiences through compelling content across television, motion picture, online and mobile platforms in more than 160 countries and territories. With approximately 700 million global subscribers, Viacom's leading brands include [MTV](http://www.mtv.com), [VH1](http://www.vh1.com), [CMT](http://www.cmt.com), [Logo](http://www.logo.com), [BET](http://www.bet.com), [CENTRIC](http://www.centric.com), [Nickelodeon](http://www.nickelodeon.com), [Nick Jr.](http://www.nickjr.com), [TeenNick](http://www.teenick.com), [Nicktoons](http://www.nicktoons.com), [Nick at Nite](http://www.nickatnite.com), [COMEDY CENTRAL](http://www.comedycentral.com), [TV Land](http://www.tvland.com), [Spike TV](http://www.spike.com), [Tr3s](http://www.tr3s.com), [Paramount Channel](http://www.paramountchannel.com) and [VIVA](http://www.viva.com). [Paramount Pictures](http://www.paramount.com), America's oldest film studio and creator of many of the most beloved motion pictures, continues today as a major global producer and distributor of filmed entertainment. Viacom operates a large portfolio of branded digital media experiences, including many of the world's most popular properties for entertainment, community and casual online gaming.

For more information about Viacom and its businesses, visit [www.viacom.com](http://www.viacom.com). Keep up with Viacom news by following Viacom's blog at [blog.viacom.com](http://blog.viacom.com) and Twitter feed at [www.twitter.com/Viacom](http://www.twitter.com/Viacom).

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