

Media Alert

For Immediate Release

March 15, 2018



CHCH PRESENTS *andPOP*, A NEW WEEKLY POP CULTURE SHOW

The new half hour series premieres on CHCH March 22 at 10:30pm

andPOP.com, one of Canada's leading video pop culture websites, has made its way to the small screen. *andPOP*, a new weekly half hour television program, offers in-depth coverage of what's trending in film, television, and music, presented in the candid and uninhibited style of the *andPOP* digital brand. The new program will air Thursday nights on CHCH, beginning with the series premiere on March 22, 2018 at 10:30pm.

andPOP is produced by the creative team behind *The Watchlist*, led by Producer Vithiya Murugadas and hosted by Brigitte Truong, a familiar face to Canadian moviegoers as the charismatic host of the Cineplex VIP Pre Show. Brigitte will cover the latest media and pop culture trends in a brand new 30 minute episode each week. *andPOP* will air on Thursday nights in place of *The Watchlist* on the CHCH primetime schedule, and episodes will also be available online and on demand at andPOP.com.

"We're delighted to introduce the *andPOP* brand to television audiences," said Jennifer Chen, Vice President of Programming for Channel Zero. "In the digital space, *andPOP* has always been fueled by the passion of its fans. We're confident they'll love this expansion into television, where they'll get to consume a fresh new episode each week both on-air and online."

Coinciding with the television launch of *andPOP*, the online offering will also expand to include more extensive coverage of film, television, and music. *andPOP.com* will incorporate the best features of CHCH parent company Channel Zero's previous brands *Chart Attack* and *The Watchlist*. For decades, *Chart Attack* provided audiences with in-depth coverage of the Canadian indie and alternative music scene. Now, *andPOP.com*'s digital reporting will continue the legacy of *Chart Attack*'s pioneering music influence. In addition, the exceptional film coverage showcased in six seasons of *The Watchlist* will be reflected in *andPOP*'s exclusive interviews, behind the scenes access, and accessible reviews. Combining *Chart Attack*'s tenacity for music with *The Watchlist*'s passion for film brings new depth to the *andPOP* brand.

andPOP host Brigitte Truong is a Multi-Media Host, Producer, Digital Content Creator and Co-Founder of Quixote Media. In the past decade she has become a regular fixture on red carpets interviewing some of the biggest celebrities in film and television. She can currently be seen on Cineplex Entertainment Cinemas across Canada as the VIP Pre Show Host, and now weekly on CHCH TV as co-host on the upcoming arts & culture program *andPOP*. Follow Brigitte on Twitter and Instagram: @briggittetruong.

The *andPOP* team is looking forward to expanding its coverage of film, television, and music. Please submit all coverage requests to andPOP@chz.com.

For more information, please contact:

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About CHCH-TV

CHCH-TV started broadcasting in 1954 and is proud to be the news leader for Hamilton and the surrounding Halton and Niagara regions of Southwestern Ontario. CHCH produces over 24 hours of original local news programming each week. With a primetime line-up anchored by movies, news magazine shows, and hit dramas, CHCH is available to over 92% of Ontario households and is viewed by millions nationally each week. CHCH News is produced daily out of its broadcast studio located in Hamilton, Ontario. For more information, please visit chch.com.

About Channel Zero

Channel Zero is an independent Canadian media company that owns over-the-air channel [CHCH-TV](#) and a bouquet of specialty channels including [Rewind](#), [Silver Screen Classics](#), and [Halla Bol Kids TV](#), Canada's first South Asian HD TV channel. Channel Zero's digital sales agency [Junction Digital](#) offers advertisers marketing solutions on our owned and operated websites, as well as through our trading desk. The film division of Channel Zero features [Quat Media](#), an Academy Award® winning film sales and distribution company. Channel Zero's head office is located in Toronto, Ontario.