

# COOL TOOLS HOLIDAY BLITZ

## SHOW DESCRIPTION:

Did you know there's a device that lets you carry a sheet of heavy plywood with just one hand? How about using your drill for everything from cleaning ducts to snipping sheet metal? What does "WD-40" stand for, and did you know there are more than 2,000 uses for it? Tool expert Chris Grundy answers these burning questions and more on *Cool Tools*. He also gives viewers an exclusive look at tools you not even know about – from the tried and true to the latest and greatest – revealing insider tips and little-known techniques from the people who helped create them. If you like tools, you'll go nuts for *Cool Tools*.



## PROGRAMMING SPECIAL:

*Cool Tools Holiday Blitz* is a month-long programming stunt that begins on Thanksgiving and runs through the end of the year. For every tool and gadget guru in your life, you don't want to miss this holiday shopping guide featuring episodes of DIY Network's *Cool Tools*, plus such specials as *Cool Tools Inventor's Challenge* and *Cool Tools Top 25 Countdown*. And while you're at it, enter to win the *Search for America's Coolest Tool*, which kicks off during the holiday season and allows DIYnetwork.com users to upload videos of their coolest tools. The payoff? Ten thousand dollars to help bring the product to market, plus inclusion in DIY Network's one-hour special, *Cool Tools Inventor's Challenge*.

## SWEEPSTAKES:

Enter DIY Network's *Cool Tools Holiday Blitz* Sweepstakes for the chance to win \$15,000 to deck out your tool shed with this season's coolest tools and gadgets.

## EXPERT HOST:

Chris Grundy, Tool Expert

## TIME SLOT:

November 25-December 28, 2009

## PROGRAM TYPE:

Half-Hour Series

## ONLINE:

<http://www.diynetwork.com/cooltools>

## WHERE TO WATCH:

DIY Network is available nationwide on DirecTV (Ch. 230); DISH Network (Ch. 111); and via local cable providers. Check local cable listings or visit [www.diynetwork.com/tv](http://www.diynetwork.com/tv).

## DISTRIBUTION

Heading into April 2009, DIY Network has surpassed 50 million subscriber households. DIY Network has distribution within top markets, including New York City and Los Angeles, and can be seen internationally in 41 territories.

## ABOUT DIY NETWORK

From the makers of *HGTV* and *Food Network*, *DIY Network* is the go-to destination for rip-up, knock-out home improvement television. DIY Network's programs and experts answer the most sought-after questions and offer creative projects for do-it-yourself enthusiasts. One of the fastest growing digital networks and currently in 50 million homes, DIY Network's programming covers a broad range of categories, including home improvement and landscaping. The network's award-winning Web site, [www.diynetwork.com](http://www.diynetwork.com), is a leader in the Nielsen/NetRatings' Home and Garden category. The site features broadband video channels including home improvement, crafts, automotive, gardening, and woodworking along with step-by-step instructions totaling more than 20,000 projects online.

## MEDIA CONTACTS:

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