



TBS, TNT 'Go Purple' to Celebrate International Women's Day

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To celebrate International Women's Day on Friday, March 8, TBS and TNT are planning a full day of female-focused programming, culminating in a primetime airing of Wonder Woman.

Both networks will "go purple" across their social media networks in support of the day, dedicating it to female creators. Many female creators, directors and storytellers also will be featured on both networks and on other WarnerMedia brands during that day.

Originals such as Claws and Full Frontal with Samantha Bee and acquired series Friends and Charmed that showcase female leads will air on Friday. Woven throughout the day will be documentaries and shorts from CNN's branded content studio, Great Big Story, and TNT and Refinery 29's joint effort, Shatterbox, which features short films from female directors.

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Both networks will end the day with a primetime presentation of Wonder Woman starring Gal Gadot and Chris Pine, and directed by Patty Jenkins.

"Our goal with TBS and TNT's curated International Women's Day programming is to move beyond words to action, using our female-driven, day-long marathon to amplify women's voices. It's also essential to the health and future of our industry as the data continues to prove that content that presents diverse voices and differentiated points of view succeed in breaking through and authentically win audiences," said Michael Quigley, EVP of commercial operations, content strategy and monetization for TBS and TNT in a statement.

In addition, female-fronted Orangetheory Fitness has partnered with TBS for a new campaign that will premiere during Wonder Woman, taking over an entire commercial pod. That creative will feature Orangetheory Fitness founder Ellen Latham speaking about building her exercise empire. It will be distributed across TBS' social media handles and optimized to generate leads for Orangetheory Fitness.

"Our network partners identified International Women's Day early as an important cultural tentpole to support with our programming, and together, we worked closely to find the right marketing partner who shared that same desire to champion female empowerment," said Jenn Cohen, SVP of entertainment content partnerships, Turner Ignite, also in a statement. "The spirit of Orangetheory Fitness and creator/co-founder Ellen Latham's personal growth story is a natural fit within our female-forward schedule, providing a relevant and uplifting platform for the brand's story to breakthrough."

CREDITS

Networks: TNT, TBS

Agency: Creative Mammals