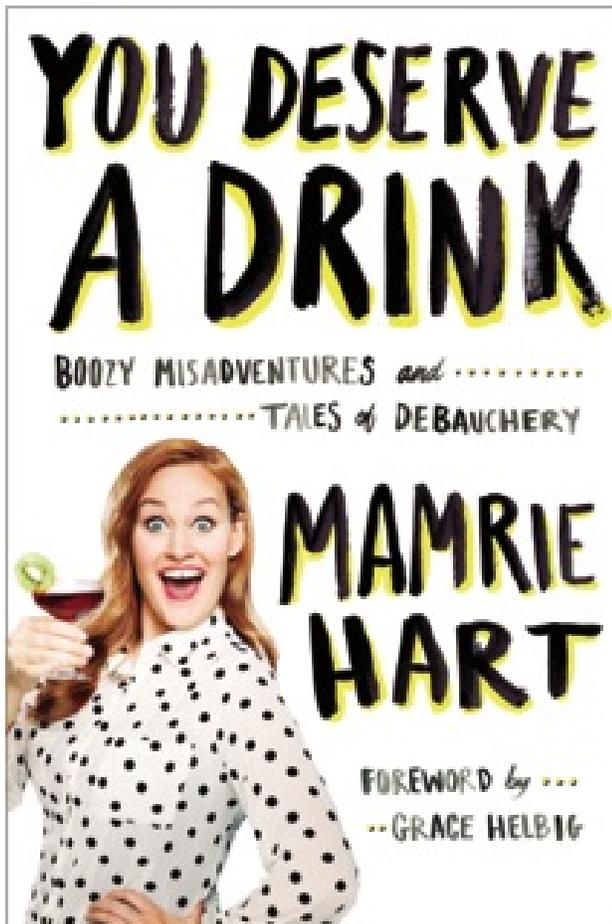


# Mamrie Hart



Electronic Press Kit

Updated May 2015

By: Metro Public Relations



# Mamrie Hart

## Biography



Ranked #2 on BuzzFeed's list of "10 YouTubers To Know," Mamrie Hart is most recognized as the Internet's potty-mouth mixologist who creates weekly cocktails inspired by pop culture's latest train wreck celebrities and headlines. Mamrie is a trained improv actress and comedienne who wrote and starred in the 2014 feature film *CAMP TAKOTA*, which beat out Oscar Best Picture nominees on iTunes' top downloaded movies chart" during the week leading up to the Academy Awards.

Mamrie's YouTube channel *You Deserve A Drink (YDAD)*, which features concoctions such as Chris Martin's consciously uncoupling-themed "Sad Apple" and Mariah Carey's *Dem Babies* announcement-inspired "Bloody Mariah," boasts 750K subscribers. YDAD earned her a 2014 Streamy Award for Best Actress in a comedy. Mamrie teamed with Plume Books to convert her hand-shaken shenanigans, and the stories behind them, into a written memoir (also titled "You Deserve A Drink") to be released on May 26th, 2015. Mamrie also continues to co-headline the #NoFilter live comedy tour alongside her counterparts Hannah Hart and Grace Helbig, a group their passionate fans named "YouTube's Holy Trinity."

The North Carolina native joined YouTube in 2009 while she was studying Improv at UCB in New York and bartending. Mamrie and Helbig recently starred in the original web series "HeyUSA," a show that followed them on an unorthodox exploration of their homeland. Produced by *Astronauts Wanted* and distributed by Conde Nast Entertainment, "HeyUSA" earned a very successful season 1 and returns to production Spring of 2015 for season 2.

A regular on Comedy Central's flagship late night show *@midnight*, Mamrie is based in Los Angeles, CA where she resides with her hairless dog named Beanz (Instagram, [@beanzhart](#)).

FROM THE CREATOR OF THE WILDLY  
POPULAR YOUTUBE SERIES  
**YOU DESERVE A DRINK**

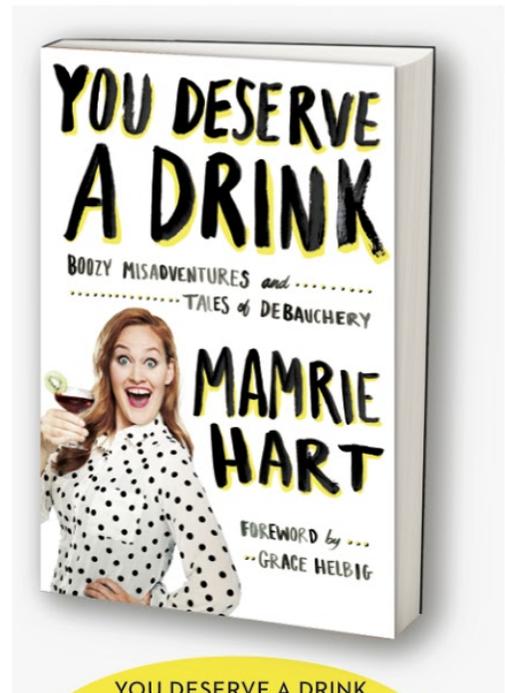
**PR** Penguin  
Random  
House

Mamrie Hart is a drinking star with a YouTube problem. As the host of the hugely popular (700,000+ subscribers) YouTube series “You Deserve a Drink,” Hart creates a custom cocktail each week in honor of whoever in pop culture thinks needs it the most, entertaining viewers with deliciously bad puns alongside her delicious drink creations.

Now, Mamrie Hart presents a hilarious collection of essays about her own boozy misadventures and debauchery—each topped off with a drink recipe appropriately named after each entertaining story. From the spring break where she and her girlfriends chose an all-male nudist resort as their destination, to the time she caught poison ivy in the worst place possible, **YOU DESERVE A DRINK** is a hysterically funny book filled with unbelievable tales and larger-than-life antics that Mamrie’s fans have been clamoring for and that new readers will fall in love with.

Told with her trademark bawdy style and self-deprecating humor, **YOU DESERVE A DRINK** is part memoir, part cocktail guide. It’s also quite possibly the only book with a built-in drinking game. Start each chapter with a unique concoction and sip every time she makes a reference to a cancelled television show or uses a slang term for a reproductive organ. Begin sober; finish happily inebriated!

Accompanied with black-and-white photos throughout as evidence of her shameless escapades, **YOU DESERVE A DRINK** will resonate with fans of boozy memoirs by Chelsea Handler and Jen Kirkman.



**YOU DESERVE A DRINK**  
Mamrie Hart  
Plume  
\$16.00 On-Sale Date: May 26, 2015  
ISBN 978-0-14-218167-6



ABOUT THE AUTHOR

Mamrie Hart is a comedian and the host of the wildly popular YouTube series, *You Deserve a Drink*. Originally from North Carolina, Mamrie currently lives in Los Angeles with her tiny hairless dog, Beanz. *You Deserve a Drink* is her first book.

**Click here to watch her YouTube series.**  
For more information on the author, please visit:  
[mamrie.tumblr.com](http://mamrie.tumblr.com)  
[@mametown](https://www.instagram.com/mametown)

For more information on Plume, please visit:  
[www.plumebooks.com](http://www.plumebooks.com)  
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# watch what happens L!VE

## Mamrie Hart and Andy Cohen Make a 'Call Me Mamrie'

March 24, 2015



Andy Cohen and 'The Queen of the Cocktail' Mamrie Hart show how to make a 'Call Me Mamrie' in honor of Mamrie's YouTube series, You Deserve a Drink.

<https://youtu.be/pEm3VrGsGHI>

# VANITY FAIR

## A Spicy, Sparkling Cocktail from YouTube's Favorite Boozy

### Host

May 22, 2015



Most memoirs about drinking end with a stint or two in rehab, regret, religion, and redemption, with some sort of affair with a now-dead famous writer in the middle somewhere. But Mamrie Hart, the hilarious host of the YouTube series “You Deserve a Drink,” isn’t here to kill the buzz, she’s prescribing it. In her new memoir named after her popular series, Hart backtracks through her life, marking the milestones with cocktails. As if narrated by a healthfully deranged sorority sister, expect lots of alcohol-fueled blurry party memories, summer-camp mishaps, and stumblings toward adulthood. So we’re celebrating the weekend with her recipe for Flaming Sips, a sparkling, spicy cocktail that encapsulates Hart herself: a bubbly North Carolina–raised charmer with a sharp wit and a grandmother-shocking vocabulary.

#### Flaming Sips

1 oz gin

1 oz grapefruit juice

½ oz chili simple syrup

Champagne

Add gin, grapefruit juice, and chili syrup to a champagne flute. Top with bubbly, then take that flute to the face like an overeager band geek.

Chili syrup: Take one red Fresno chili and slice it in half lengthwise, removing the seeds. Throw that into a saucepan on the stovetop with 1 cup of water and 1 cup of sugar until the sugar is totally dissolved. Let it simmer for five minutes or so, until the spice level is to your liking.

<http://www.vanityfair.com/culture/2015/05/mamrie-hart-you-deserve-a-drink-cocktail-flaming-sips>

# VANITY FAIR

## *HeyUSA* Season 2 Sneak Peek: Mamrie and Kingsley Confront a Hawaiian Cave

April 16, 2015



As the second season of *HeyUSA* kicks off, YouTube star **Mamrie Hart** is hitting the road without her Season 1 partner Grace Helbig—but she’s definitely not alone. As you can see in this exclusive preview of the first episode, Mamrie’s joined on her first adventure by **Kingsley**, a.k.a. “Some goofy ass kid from Missouri who uploaded videos to the Internet that were seen by you psychos.” The two of them are taking on Hawaii, but not the pristine beaches or jungles—they’re exploring a terrifying cave full of lava, and they may not make it out in one piece.

Watch the full first episode of *HeyUSA* beginning at three P.M. E.S.T. today at [thescene.com](http://thescene.com) to find out how Kingsley and Mamrie survive their cave adventure and what other kinds of fun—and trouble—they can get into during their visit to Hawaii.

<http://www.vanityfair.com/hollywood/2015/04/heyusa-season-premiere>



## Mamrie Hart's new memoir is a hilarious lesson in radical self-acceptance

May 20th, 2015



Mamrie Hart, the star of the runaway YouTube channel of the same name, has a penchant for puns and drunken antics.

She is undeniably a funny lady, and her humor translates beautifully — even more powerfully, I’d argue — to the page. Her jokes have more time to build, her punchlines land harder. She’s created an entirely hilarious read that will delight her current fans by giving them a pitcher-sized serving of her normally shot-sized jokes (she is clearly better at booze analogies than I am) and entice new readers who have enjoyed recent books by other humor heavy-hitters (Tina Fey, Amy Poehler, Mindy Kaling — you know the drill).

What I didn’t expect was that *You Deserve a Drink* was also going to be a book about radical self-acceptance. While the book is a series of Hart’s “boozy misadventures and tales of debauchery,” ranging from drunkenly using poison ivy as toilet paper to her blatant inability to poop when she’s abroad, the undercurrent is that Hart takes self-love seriously.

Take, for example, the chapter where Hart explores the panic attacks that have plagued her for most of her adult life. The attacks would happen before almost every live show: “Those anxious feelings would start to cover me like molasses... There was this disconnect between my brain and mouth,” she writes.



She learned to take 10 minutes before each performance to excuse herself to the bathroom to give herself a pep talk and, well, poop, as she happily admits that her nerves made her desperately need to take a dump. “As soon as you hear the first laugh, all these crazy feelings will melt away,” she’d tell herself. And: “Worst-case scenario, you shit onstage.”

But Hart feels no shame about her new anxiety. In fact, she thinks the silence around panic attacks make them worse. She advises, “Be vocal about it... it isn’t something to be embarrassed about. In fact, more than likely you already have a friend who experiences the same thing.” Hart doesn’t wallow in the trauma of these attacks, or even give a pep talk on how to overcome them — she normalizes and accepts them as part of her personality, a dark that is part of the light. In one of her “Quickshot” chapters — a theme taken from her channel that she uses in the book to tell a series of anecdotes that don’t necessarily fit a broader linear story — she talks about her struggles with grooming-related tasks. For example, her nails. “My feet are disgusting,” she writes. These little piggies look like they’ve already been to the slaughterhouse... the general odor of my feet is that of a Dumpster that’s been cooking in hell.”

On washing her face before bed: “This is a completely nonexistent concept to me. I wake up every morning looking like the walk of shame, all my makeup still intact but smeared.” All this aside, she closes the chapter saying: “But Even with All These Gripes, the Fact Remains...  
... I still look fine as hell.”

Perhaps the clearest example of her dedication to self-acceptance is in the chapter "Topless Tuesdays." Hart is a senior at UNC-Chapel Hill and she and her closest girlfriends begin spending their Tuesdays bare-chested, drinking, making crafts and playing games. Interest in their get-togethers grow, and soon it’s a full-fledged club. “It was the perfect combination of a craft night and a raging party, without ever having to worry about what to wear,” she writes. “Topless Tuesday... celebrated all looks and body types.”

This leads to all kinds of fun drama, like her French professor offhandedly commenting about her Tuesday antics, and accidentally flashing a couple who has come by to see the house as a potential rental property. Years later, she is performing one of her #NoFilter shows and a heckler yells “saggy tits” at her. Topless Tuesday is what she thinks about, and she’s grateful for the lingering self-confidence it brought her. She says it best:

“You see, the club was never about the nudity. It was about creating a space, a day, a group of people you didn’t need to impress with your body... Topless Tuesday was a judgment-free zone. And because becoming that comfortable without clothes around my friends actually made me more comfortable in my clothes all the other days of the week.”

“Ah, nobody is perfect,” she writes. “Literally, no body is perfect. So, why do I stress about mine?” Why should you stress about it? Perhaps that’s the mantra we should all take from the book: nobody is perfect. So why stress about it? You still look fine as hell.

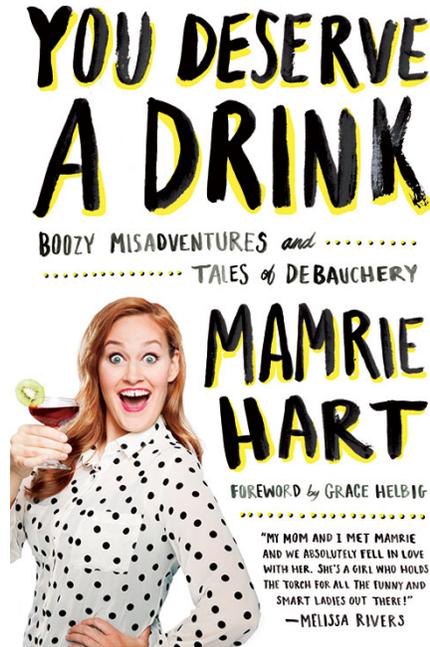
*You Deserve a Drink: Boozy Misadventures and Tales of Debauchery* will be released May 26, 2015.

<http://www.sheknows.com/entertainment/articles/1084050/you-deserve-a-drink-is-a-book-about-radical-self-acceptance>

# BRIDES

## 5 Rules for Drinking at Wedding

May 1, 2015



Comedian and YouTube sensation Mamrie Hart knows a thing or two about drinking. The former bartender and host of a weekly mixology video, *You Deserve a Drink*, has offered her tasty cocktail recipes and a side of hilarious drinking stories for years, and now she's compiled a funny-yet-informative series of recipes and anecdotes in a book with the same title.

Alcohol and weddings go hand in hand, but making sure you and your guests are drinking reasonably and responsibly is an important part of planning your big day. From the in's and out's of creating the perfect signature cocktail to how to recover from a booze-filled rehearsal dinner, here are five tips for imbibing on the wedding day.

Watch for these telltale signs that it's time to stop drinking.

Whether it's in yourself or in another party-goer, if you've danced with more than one grandparent of the bride or groom, the bartender already knows your drink of choice, or you've requested a song that makes the entire crowd cringe, it's time to put down the booze and pick up a glass of water.

Shots can go either way: good or bad.

On one hand, shots at a wedding can be a blast. There's nothing more celebratory than group lifting up tiny glasses, drinking them, and collectively making a 'that tasted awful' face. But make sure you know your limits. If you're feeling resentful or know that certain liquors bring out a not so friendly side in you, skip the shot.



You don't have to splurge for top shelf liquor.

You shouldn't be serving swill or anything that comes in a plastic bottle, but you definitely don't have to drop a fortune on liquor. Spend your money on the things that will last past the morning and remember that variety trumps top shelf — if someone doesn't like the scotch you're serving, they have the option to switch to one of the three beers you've selected.

Include these three components in your signature cocktail.

Write it down: Clear liquor, unique ingredient, and a pun. Since vodka is the most-favored liquor across the board it's a good choice for your signature drink. Then, pick a fresh herb or fruit that is complementary to your menu. There's nothing worse than sitting down to a Greek-inspired dinner and drinking the couple's signature sake bomb. As for the pun, a silly name goes a long way. It's a lot more fun to hear your guests making a toast with your new last name than a generic "Signature Cocktail."

Remember these hangover tips if you drank too much at the rehearsal dinner.

There's nothing worse than squeezing into your bridesmaids dress after a night of heavy drinking. Make sure to get yourself properly hydrated, meaning, get to the point where you think you drank enough water and then drink some more. Skip the hashbrowns and hamburger in favor of something lighter that won't make you bloat — you're already compounding that from a night of heavy drinking.

<http://www.brides.com/blogs/aisle-say/2015/05/mamrie-hart-drinking-at-weddings.html>

# E! ONLINE

## YouTube Star Mamrie Hart Tells Us Why the Duggars Really Need a Drink This Week

April 10, 2015



It's not every day we get to drink in the office. And it's not every day that we get to drink in the office with a bona fide YouTube star.

Mamrie Hart's show [You Deserve a Drink](#) has over 845,000 subscribers and her book of the same name is [due out](#) on May 26 (oh, and you can also look for her to make appearance on the upcoming season of E!'s own [The Grace Helbig Show](#).)

Since she's basically an expert in helping people get drunk, we decided to tap into that expertise during her visit. And no, that doesn't just mean we hit her up to make us some lunchtime drinks (although we did take full advantage of her beverage skills).

Instead we decided to have her play our own E! version of Who Deserves a Drink, featuring some of our favorite (and maybe *least* favorite) celebs. Just be warned that no one is safe from Mamrie's hilarious scorn—not even One Direction or [Nina Dobrey](#). And certainly not the Duggars.

Watch the full video to find out who could stand to throw back a martini or two, and then maybe fix yourself a little somethin'-somethin'. It is Friday after all.

<http://www.eonline.com/news/645178/youtube-star-mamrie-hart-tells-us-why-the-duggars-really-need-a-drink-this-week>



## **YouTube Star Grace Helbig on What She Has in Common With The Rock**

April 3, 2015

As television's newest after-hours talk show host, Grace Helbig is a triple-threat to the establishment. Not only is she under the age of 30 and female — a rarity in the field — but in an unprecedented origin story, Helbig snagged the coveted spot as a result of her popular YouTube channel "It's Grace," where approximately 2 million subscribers tune in for her relatable awkwardness, affinity for talking about bodily functions, and seriously great hair. With tonight's premiere of *The Grace Helbig Show* on E!, she hopes to expand her core audience by blending web and television into an interactive "hybrid talk show," with heavy emphasis on social media and audience participation. Get your Twitter fingers ready, the first episode features comedian Aisha Tyler and YouTube stars DJ Flula and Mamrie Hart (also one of Helbig's BFFs). *Cosmopolitan.com* spoke with Helbig about her favorite piece on the new set, her dream guest, and the best advice she got from veteran talk show hosts.

<http://www.cosmopolitan.com/entertainment/tv/q-and-a/a38615/grace-helbig-interview-show-premiere/>

# NEW YORK MAGAZINE

## The Approval Matrix: Week of May 18th 2015

May 18, 2015

### THE APPROVAL MATRIX Our deliberately oversimplified guide to who falls where on our taste hierarchies.

		HIGHBROW		
DESPICABLE	<p>Job Bush, chuckheaded retroactive Iraq War Decider.</p> 	<p>The <i>Joyless</i> and oddly not-so-relevant Feeling Venice Biennale.</p>	<p>Ashraf Fugard's quietly monumental play <i>The Painted Rocks</i> at Revolver Creek.</p> 	
	<p>Busing is a wealthy doorman now <i>smubbing</i> the Fund for Public Schools.</p>	<p>The city says the landmarked Tin Building at the South Street Seaport is <i>too far gone</i> to save.</p>	<p>At least if Martin O'Malley runs, Hillary will have someone besides <i>Bernie Sanders</i> to talk to during the long campaign.</p> 	<p>Nisid Hasan's harrowing, sadly relevant account of the birth of Pakistan, <i>Midnight's Fire</i>.</p> 
	<p>The \$2 billion payment of conspicuous financialization at the art auctions.</p>	<p>According to a new biography of Tesla's Elon Musk, he told an employee there's a "no excuse" for attending the birth of his child over a work event.</p> 	<p><i>Lord Fear</i>, Lucas Mann's compact, almost New Journalism-style attempt to understand his addict older brother.</p> 	<p>According to a new study, <i>less-well-paid</i> buyers are happier and drink less.</p> 
	<p>The sun soon to set on LLS art house <i>Sunshine Cinemas</i>.</p> 	<p>According to the new book <i>The Upside of Stress</i>, stress is good for you if you do it right. So get stressed out about being good at stress.</p> 	<p>After a years-long Lunsford and Simon Hill's <i>nifty</i> public library in Hunters Point is breaking ground.</p> 	<p>Neal Stephenson's novel <i>Seveneves</i> delivers both <i>techno-futurism</i> and old-fashioned fun.</p>
	<p>Honeybees keep <i>buzzing</i> off: 42 percent died last year.</p> 		<p>The plans to move the Port Authority Bus Terminal (and the bus exhaust) to Jersey, extending the 7 train to it.</p> 	
DESPICABLE	<p>Eighty-eight percent of subway stations are <i>cleaned fever</i> (they only 8 times a year, not counting what the rats do daily).</p> 	<p><i>Okilly-dokilly!</i> Harry Shearer, the voice of multiple Simpsons characters, quits.</p> 	<p>Jessica Craig Martin's multipart <i>Art World Diary</i> (with amusing captions) on <i>Vulture.com</i>.</p> 	<p>Mop Along's Frances Gurnian has the ability to make a room <i>stop breathing</i> with her voice.</p> 
	<p>According to Crain's, NYC developers must sell apartments for at least <b>\$2,000 a square foot</b> to make a profit these days.</p>	<p>Fun Rand Paul merch at his campaign's online store: a T-shirt referencing that seven-year-old "Don't <i>Drone Me, Bro</i>" meme.</p> 	<p>Eddie Redmayne—handsome human who also looks like a handsome lizard—to star as <i>Novel Scamander</i> in Harry Potter spinoff <i>Fantastic Beasts and Where to Find Them</i>.</p> 	<p>How the <i>Mid Men</i> pilot "Smoke Gets in Your Eyes" anticipates the way the show <i>wrapped itself up</i>.</p> 
	<p>Actually, Amy Schumer, most men don't want to <i>fuck beer</i>.</p> 	<p>An <i>oak-barrel</i> shortage threatens America's bourbon supply! (And yes, men want to fuck bourbon.)</p> 	<p>Suburbanization isn't all bad: <i>Wegmans</i> is coming to the Brooklyn Navy Yard.</p> 	<p>Use it as a <i>coaster</i>: the booby beach read <i>You Deserve a Drink</i>, by YouTube comedian Marnie Ham.</p> 
	<p>Australia threatened to <i>kill Johnny Dapp's Yorkies</i> if he doesn't deport them quick.</p>	<p>The Holland Tunnel entry plaza continues its transformation into a <i>luxe residential plaza</i>.</p>	<p>Just in time for the end-series, Jamie Murphy is opening a wine bar in Williamsburg called <i>Four Horsemen</i>.</p> 	<p>There will be a new hip restaurant where <i>Rockaway Taco</i> was, with rotating chefs from El Rey, Comodo, Dough, and elsewhere.</p> 
<p>Tom Brady's <i>soft balls</i>.</p> 	<p>Not thick enough? Try the Most American <i>Thickburger</i> from Carl's Jr.'s (1,065 calories—hot dog and chips on the bun, too).</p> 	<p>The drought is going to make California <i>pot</i> even <i>stonier</i>.</p> 	<p>Britan Lichtenberg "K" sweatshirt (also, poor Rob does not have a K name, and so he was excluded).</p> 	
			BRILLIANT	
		LOWBROW		

# VARIETY

## YouTube Star Mamrie Hart Hits Road Again in ‘HeyUSA’ Travel Show for Condé Nast

March 20, 2015



YouTube personality Mamrie Hart will headline “#HeyUSA” season two for Condé Nast Entertainment — but she’ll do a run of five cities this time without co-star Grace Helbig.

In the second season of “#HeyUSA,” Hart will visit five cities and explore each one with fan-selected YouTube stars: Jenna Marbles (14.8 million YouTube subscribers); Tyler Oakley (6.6 million followers); Colleen Ballinger, better known as “Miranda Sings” (5.7 million); Kingsley (3.0 million); and Flula (490,000).

Helbig, who now has a show on NBCUniversal’s E!, is still involved: She’s acting as the “puppet master” to decide which cities Hart will visit. Helbig will reveal each new location at the top of every episode.

The second season of “#HeyUSA” is slated to debut April 16 on CNE’s The Scene, with episodes to be posted a few days later on CNE’s distribution partners YouTube, AOL, Yahoo, Roku and Dailymotion. New episodes will be released every Thursday and Sunday. (Disclosure: Variety is a partner for Condé Nast’s The Scene.)

In another new development, “#HeyUSA” signed Hilton Hotels & Resorts as the premiere sponsor of the show — so Hart and friends will be staying at Hilton properties throughout the show’s run.

SEE MORE: ‘HeyUSA’ Starring Grace Helbig, Mamrie Hart to Debut on Condé Nast’s The Scene

In the first season of “#HeyUSA,” Helbig and Hart went on an eight-week road trip across the U.S. with fans determining where they went and what they did next. That garnered 6.39 million total views across multiple platforms



and 3.85 million social engagements. This year, Helbig and Hart will exec produce again, along with Bleecker Street Entertainment's Ken Treusch and Vincent Nastri.

"#HeyUSA" is produced by Astronauts Wanted, the digital content studio headed by Judy McGrath, former CEO of MTV Networks, and chief creative strategist Nick Shore.

"I am so excited to hit the road with these YouTubers, especially since we've never traveled together before," said Hart. "There might be hijinks, there might be drama, but there will definitely be... vodka. Especially since Grace Helbig is in charge of my destiny. Truth be told, the more I talk about this, the more I am regretting this entire dynamic."

Hart, a comedic actress, writer, and performer, rose to prominence on YouTube with her show "You Deserve a Drink," gaining over 800,000 subscribers, along with 449,000 followers on Instagram and 340,000 on Twitter. She is releasing a memoir, "You Deserve a Drink," on May 26 through Plume Books.

Last year, Hart co-starred with Helbig and Hannah Hart (no relation) in comedy "Camp Takota," which was exec produced by the three of them and produced by Fullscreen chief content officer Michael Goldfine. Screenplay was written by Mamrie Hart and pic was directed by brothers Chris and Nick Riedell. Netflix acquired streaming rights to "Camp Takota" last year.

<http://variety.com/2015/digital/news/youtube-star-mamrie-hart-hits-road-again-in-heyusa-travel-show-for-conde-nast-1201457092/>

# VARIETY

## Netflix Picks Up ‘Camp Takota’ from YouTube Stars Grace Helbig, Mamrie Hart and Hannah Hart

November 25, 2014



Netflix will add “Camp Takota,” a feature-length comedy starring popular YouTubers Grace Helbig, Hannah Hart and Mamrie Hart, for U.S. subscribers on Dec. 1.

The film, produced by RockStream Studios, was released on digital platforms VHX and Apple’s iTunes this year, priced at \$9.99. It’s notable as one of the first independently released films starring YouTube creators, who promoted the movie via their social channels.

“Camp Takota” was written by Mamrie Hart — who became a YouTube star with her show “You Deserve a Drink” — and producer Michael Goldfine of RockStream. Story follows Elise (Helbig, of YouTube comedy channel “ItsGrace”), who after finding her life in shambles is forced to work at her old summer camp, where she reunites with two estranged friends (Mamrie Hart and Hannah Hart of YouTube’s “My Drunk Kitchen,” who are unrelated).

The news was announced on the “Camp Takota” Twitter account Monday.

<http://variety.com/2014/digital/news/netflix-picks-up-camp-takota-from-youtube-stars-grace-helbig-mamrie-hart-and-hannah-hart-1201364772/>



# *THE* *Hollywood* *REPORTER*

## Grace Helbig, Mamrie Hart's 'HeyUSA' Returns for Second Season

March 20, 2015



YouTube stars Mamrie Hart and Grace Helbig are returning to Conde Nast Entertainment's The Scene with the second season of road trip web series HeyUSA. The new season will premiere April 16 on the streaming video platform with new episodes rolling out every Thursday and Sunday.

But with Helbig busy with new E! talk show The Grace Helbig Show, which premieres April 3, the upcoming season will feature a new twist. Hart will hit the road with a new companion each week, and Helbig will reveal the next location at the start of every episode.

Hart and Helbig asked fans who should come on the road trip this year and, based on the response, have selected YouTubers Tyler Oakley, Jenna Marbles, Kingsley, Colleen Ballinger and Flula to tag along for sections of the journey.

"I'm definitely sad that she's not coming on the road," Hart says of Helbig's absence from the excursion. "There's no replacement for Grace, but we thought it would be really fun to bring in these five people."

Last season, Helbig and Hart traveled on an eight-week trip that started in Anchorage, Alaska, and ended back home in Los Angeles. The series, which featured a mix of short YouTube videos and longer videos posted to The Scene, drew nearly 6.4 million views.



"You can't get much cooler than drinking vodka snow cones on a glacier in Alaska," Hart says of her season-one experience. "That was the first thing that we did, and I was almost just in shock at that point." The friends also white water rafted in Portland, Oregon, and threw out a pitch at a minor league baseball game in Louisville, Kentucky.

Whitney Howard, senior vp business development and strategy at CNE, says HeyUSA was a great fit for The Scene, which launched last July, and its affluent millennial target audience. "Season one was a great success in terms of engagement on The Scene," she adds. "We were incredibly pleased."

HeyUSA asks fans to help plan the road trip and will use crowdsourced ideas to determine what Hart does in each city that she visits. "This new millennial audience really goes wild for this kind of bi-directional narrative that creates a two-way conversation around the show," says Nick Shore, chief creative strategist for HeyUSA producer Astronauts Wanted. "It's very powerful."

Hart hits the road Monday and still doesn't know where she'll be traveling to. But she has one request for so-called HeyUSA "puppet master" Helbig. "In season one, the closest we came to being on the beach with a drink was Massachusetts, and I don't think that counts," she says. "So I'd like to go somewhere sunny."

Hart and Helbig are executive producing HeyUSA along with Bleecker Street Entertainment's Ken Treusch and Vincent Nasti.

<http://www.hollywoodreporter.com/news/grace-helbig-mamrie-harts-heyusa-783395>



# *THE* *Hollywood* **REPORTER**

## **Collective Digital Studio Adds YouTubers Lilly Singh, Mamrie Hart, Others**

August 4, 2014



YouTube multichannel network Collective Digital Studio has added seven creators to its roster, including comedian Mamrie Hart and prankster Sam Pepper.

In total, these online video personalities bring nearly 18 million new subscribers and 100 million monthly views to the CDS network, which is more than 700 channels strong.

The MCN's new talent includes Lilly Singh— known on YouTube by the name Superwoman — who has more than 3.4 million subscribers to her comedy channel; firearms expert FPS Russia, which has more than 5 million subscribers; and comedian Mamrie Hart, the star of the digital film Camp Takota and host of You Deserve a Drink, which has more than 500,000 subscribers.

Also joining the studio are beauty expert Lauren Curtis (2 million subscribers), comedy channel Explosm Entertainment (3.2 million subscribers), the channel behind cartoon Cyanide & Happiness, singer-songwriter Madilyn Bailey (1.5 million subscribers) and prankster Pepper (2.2 million subscribers), who also is known for his stint on season 11 of Big Brother UK.

"These creators represent a wide array of verticals, some of which are the fastest growing on YouTube and reflect our commitment to attracting the best talent," said CDS president Dan Weinstein. "Each of these channels has a unique style and brand that embraces youth culture and aligns perfectly with our MCN. We look forward to nurturing and growing these creators both online and across platforms."

CDS also works with YouTube creators such as Canadian cooking show Epic Meal Time, comedian Hannah Hart, visual effects expert Freddie Wong and comedy duo Rhett & Link.

<http://www.hollywoodreporter.com/news/collective-digital-studio-adds-youtubers-723090>

# Entertainment Weekly

## Mamrie Hart - Entertainment Weekly Instagram Takeover

April 15, 2015





# COMEDY CENTRAL

## Comedy Central | @Midnight with Chris Hardwick April 2015



Mamrie has appeared on Comedy Central's @Midnight multiple times.

# BuzzFeed

## Had A Hard Day? YouTube's Mamrie Hart Believes "You Deserve A Drink"

March 21, 2013



Mamrie Hart didn't set out to teach people how to drink on the Internet, but her YouTube channel "You Deserve a Drink" has over 100,000 subscribers. The heart wants what the Hart wants.

Have you seen her in videos with Grace Helbig or Hannah Hart? None of them are related despite the fact that two of those ladies share a last name and all of them share a penchant for drinking from time to time.

YDAD is a perfect storm that combines three things that make up Mamrie's personality: copious amounts of puns, alcohol and obscenities. She's an expert in all of those fields.

"It was a way of combining my performance side with the fact that I paid my rent for many years by bartending," said Mamrie.

"I also just like the idea of combining comedy with useful information," she said. "You might think my jokes are the worst thing on earth, but shit, you just learned how to make a mango mojito."

In addition to checking out her videos on YouTube, Mamrie, Grace and Hannah are putting together a one-hour live show they plan on touring with. Sometimes they get together for a mini-YouTube series (if that's a thing) called Home Buddies; they livestream themselves watching a movie on Netflix and invite viewers to watch both at the same time.

It's like a sleepover except all grown up and on the Internet, basically.

With her comedic skills and pun mastery, it might surprise you to learn that she originally moved to New York City after college to be a "serious actress."

For right now, she's just "focused on developing ways I can get paid to be an idiot."



She took a writing class at the People's Improv Theater and earned a spot on one of the theater's house teams, which is where she met Grace. She also started doing a bunch of work with the Upright Citizens Brigade and anything else she could get her hands on.

"I'm in a band called Cudzoo in the Faggettes, which is the most fun you could possibly have on stage — glitter cannons, dong shaped beer bong and sequins!" said Mamrie.

"But the fact is, I have a face made of rubber and I can't control it!" she said. "I can't be doing a serious monologue while accidentally looking like Hatchetface from Cry Baby."

Mamrie's biggest comedy inspirations come from women named Amy. Well... mostly.

She loves Amy Sedaris because she "adheres to the same 'I don't have to look pretty to be funny' adage" and writes hilarious books. "Now she just needs to start making vlogs so I can never leave the house," she said.

Just like you, Mamrie also loves Amy Poehler a whole bunch.

"I love women with balls, and Amy's got the biggest sack swinging in Hollywood at the moment," Mamrie said. "She really doesn't give a shit if people don't agree with her on a subject."

Bonus inspirations: "Kristen Wiig, Joan Rivers, and my friends."

Though she considers herself new to the YouTube game, the website has earned a special place in Mamrie's heart.

"Nothing beats performing live, but you prepare like a maniac to go out in front of 200 people, if you're lucky," she said. "With performing online, you post a video and, in an instant, a stadium sized audience have seen it. Not only that, but you get feedback from some teenager who lives in Bumfuck, New Zealand who would never see you otherwise."

"It's really amazing to see how many people use Youtube as their television," Mamrie said. "Their subscriptions box has replaced their DVR. Plus, it's incredible to see how many people are making a career of the exact, unfiltered content they want to make."

And yeah, sure, she uses YouTube to upload videos, but she also watches micropig videos like the rest of the world.

YouTube stars! They're just like us!

What's in the cards for Mamrie Hart?

Ideally, you'll see Mamrie on a sitcom with her friends one day because "like every one who's doing the comedy thing, the ultimate dream job would be to create and star in your own sitcom," she said, and "to continue working with the people I've been coming up with."

Maybe you'll get to read her cocktail book!

In the meantime, let Mamrie pour some shots of knowledge for you.

If you're a YouTuber, never read the comments. That applies to the rest of the Internet (and real life); there are better things to do than to "spend one iota of energy on a crappy" comment.

"You're never going to be everyone's cup of tea," she said. "Fact is, I don't even like tea. I'll take coffee with Bailey's, any day."

"Just be yourself — cliché, cliché, go away," she continued, "because there are going to be people who like you. Hell, even love you. And those are the folks you want to be around anyway."

<http://www.buzzfeed.com/samimain/had-a-hard-day-youtubes-mamrie-hart-believes-yo-5pfv>

# BuzzFeed

## 10 YouTubers You Should Get To Know

August 7, 2013



[youtube.com](http://youtube.com) / [Via youtube.com](http://Via youtube.com)

### 1. Mamrie Hart

This gal is the host of *You Deserve A Drink*, a show where she makes a sassy cocktail for a celebrity, or YouTuber, who she thinks deserves a drink. She's punny, a red head, embraces the gap in her teeth, and flaunts what the good lord gave her. Can I get an amen!

You're welcome.

<http://www.buzzfeed.com/theandrea/10-youtubers-you-should-get-to-know-dh2g#.cyZyrMr3B>



# BuzzFeed

## Everything You Need To Know About YouTube's "Holy Trinity"

June 27, 2013



### A special Q&A with YouTube's Grace Helbig, Hannah Hart, and Mamrie Hart.

If you have yet to come across the faces of Grace Helbig, Hannah Hart, and Mamrie Hart (no relation) in your internet escapades thus far, it is truly just a matter of time. These three women, affectionately dubbed "YouTube's Holy Trinity/Trifecta" by their fans, are a glimpse into the changing landscape of online entertainment. Together the women have just under 2.3 million YouTube followers and have garnered 206,060,300 video views (and counting) on their respective pages, Daily Grace, My Harto, and You Deserve A Drink.

BuzzFeed had a chance to sit down with the women after their live #nofiltershow at the Gramercy Theater in New York City, in order to ask them some *very important* questions.

Would you rather fart every time you orgasm or orgasm every time you fart?

Mamrie Hart: (*laughing*) I'd rather orgasm every time I fart.

Hannah Hart: I'd rather orgasm every time I fart. I would rather be in full control of every time I fart, and then release a tiny orgasm to accompany it.

Grace Helbig: Yeah that's great. And if I'm by myself in public then I'd get that charcoal underwear that filters your farts.

Is that for real?

GH: Yeah it's for real. BuzzFeed, I think you guys created that.

Would you rather pee uncontrollably any time you hear music or shit yourself once a week at any random time?

MH: Pee myself.

HH: Shit, random. I hear music all the time...

GH: Wait, what. What if you were meeting Barack Obama?

HH: I would wear a diaper because I would be the type of person who shat themselves randomly.

GH: But then you're wearing a diaper for the rest of your life.

Would you rather sweat mayo or poop a softball?



All at once: Poop a softball!

GH: No one's there.

MH: I hate mayo. I f\*cking hate mayo.

Would you rather be sexually attracted to fruit or have cheeto dust permanently attached to your fingers?

HH: I am sexually attracted to fruit.

MH: You have great questions.

Would you rather not have sex with a goat, but everybody thinks you had sex with a goat or have sex with a goat, but nobody knows about it?

HH: Oh no.

MM: (*said quickly*) Have sex with a goat but nobody knows it.

HH: I would say not have sex with a goat and everyone thinks I did.

GH: (*in the background*) I don't know... I don't know.

HH: I would not want to do a goat, Mamrie.

GH: But everyone thinks you did!

HH: I don't care.

MH: We're talking about Richard Gere will never not be associated with having a gerbil up his ass.

HH & GH: Wait, what?

GH: Is that a thing?

MH: What? How old are you guys? That's a f\*cking thing.

GH: I haven't chosen anything. I abstain, I'm Switzerland.

Would you rather eat a pine cone or poop a pine cone?

HH: Eat a pine cone.

MH: Poop a pine cone.

GH: Eat, eat. Because you can just break it apart and break it down.

HH: Yeah, I can boil it down and make it into a mash.

MH: He never said a full pine cone, you guys. Listen for the loopholes.

Would you rather change gender every time you sneeze or not be able to tell the difference between a muffin and a baby?

MH: I would rather change gender everytime I sneeze and keep a pack of pepper with me.

HH: Change gender everytime I sneeze. God, Grace you would be the worst man.

GH: I would be Tim if I was a man. That's my little brother who is a crazy, awkward gay man. So I would be me, as Tim.

MH: But then what are you going to do? Would you be hungry and start to eat a baby because you think it's a muffin?

GH: I don't eat muffins very much.

HH: (*matter of factly*) I can't actually eat a baby.

MH: You just said that sentence so definitively, "I can't eat a baby."

GH: I rip a muffin off, like the muffin top, I'm not gonna try and rip a baby's gob off it's head.

Would you rather have a belly button that dispenses ketchup or sharpens pencils?

MH: (*emphatically*) Oh, ketchup!

HH: Sharpens pencils. Useful! I mean who is going to want your belly button ketchup?

MH: Me.

GH: I don't want either, but who has an actual pencil that needs to get sharpened? If you don't have a keyboard, I don't want nothing to do with you.

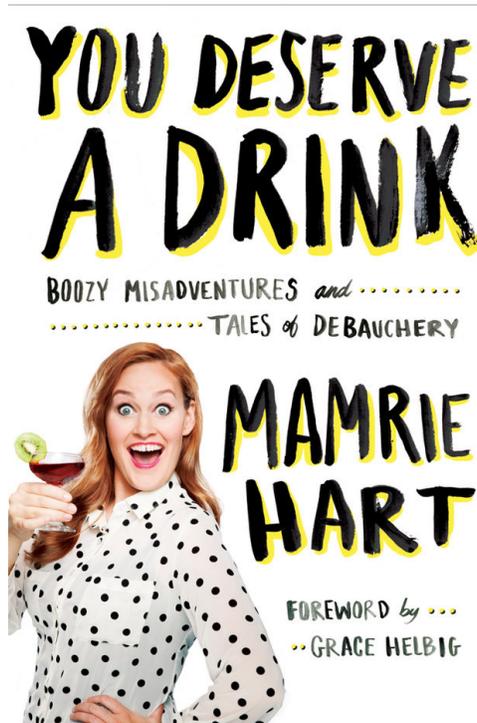
**BYYYYYEEEEEE!**

<http://www.buzzfeed.com/ashleyperez/everything-you-need-to-know-about-youtubes-holy-trinity#.jdlQlOljp>

# BuzzFeed

## YouTube Darling Mamrie Hart Announces New Book

December 2, 2014



It's finally here! Mamrie Hart, the star of "You Deserve A Drink" on YouTube, has announced the next part of her world domination plan: her book!

Mamrie announced her book in a video update this week.

BASK IN ITS GLORY! The book will include tales from her past along with drink recipes to go with each one.

Mamrie compared working on the book to "giving a fucking hippo a piggyback ride for nine months," so she's OBVIOUSLY stoked for it to hit shelves next summer.

She joins her BFFs Grace Helbig and Hannah Hart (aka YouTube's "Holy Trinity") as members of an exclusive club: YouTube stars who are also baller authors.

Plus, Zoella's, one of the ~British~ YouTube sensations, book has also been wildly successful.

This week, the three women also celebrated a big milestone: the release of their feature film *Camp Takota on Netflix US!* Congrats all around!

<http://www.buzzfeed.com/samimain/boozy-book-news-you-deserve-a-drink#.ye0EqJqLd>



STRAIGHT  
**talk**  
WITH ROSS MATHEWS



## **Ross Mathews - Ep24 -Kelly Osbourne, Mamrie Hart & A Fairy-Gaybrother Makeover!**

April 23, 2015

It's a star-studded episode of Straight Talk with Kelly Osbourne, Mamrie Hart and a very special appearance by Ross' brother, Eric! Also: Ross' most challenging makeover assignment yet, Beaches Karaoke, The Mayor of Gayville, JTT appreciation, voice laxatives, breaking into Hollywood, terrible tweens and 7-whisky dates.

<http://podcastone.com/pg/jsp/program/episode.jsp?programID=709&pid=502615>



## E! | The Grace Helbig Show

April 2015

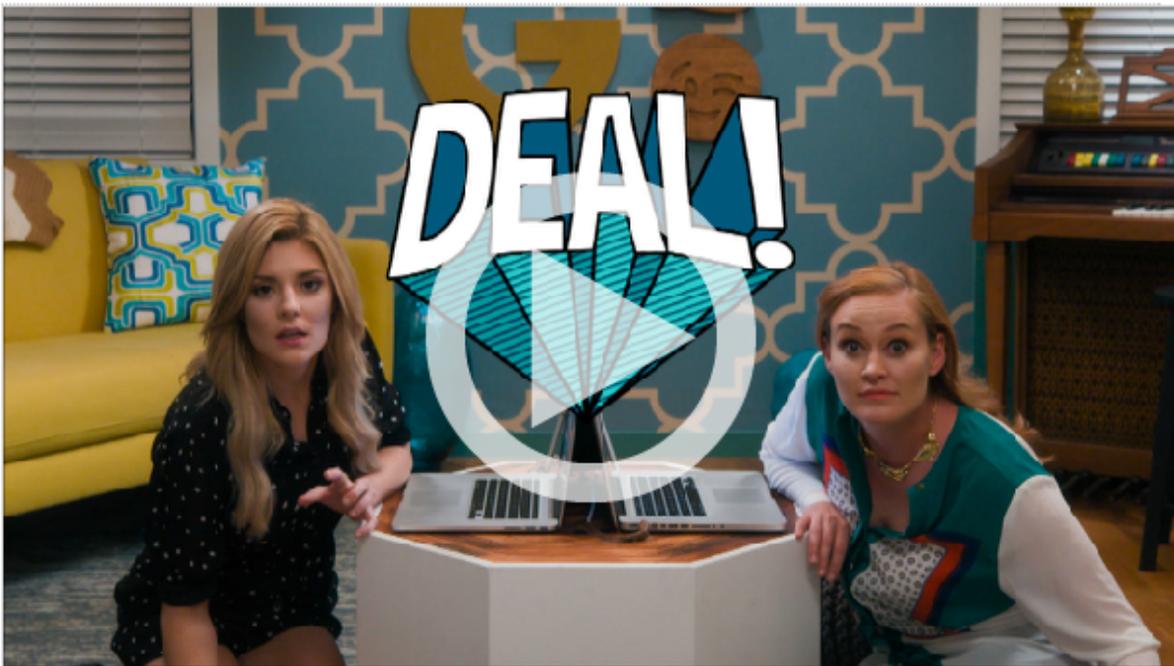


Mamrie has appeared on E!'s *The Grace Helbig Show* multiple times.

# E! ONLINE

## Grace Helbig and Mamrie Hart Take Shots and Laugh at Ridiculous Videos Online

April 4, 2015



Well, are you obsessed?!

The Grace Helbig Show premiered last night on E! and was everything we could of wanted...and more! One of Grace Helbig's first guests was her BFF and YouTube star, Mamrie Hart. One question: can we be their friend too?

The dynamic duo played a game called Deal in which whoever couldn't deal with a video, meaning they couldn't stop from laughing, had to take a shot of some type of secret vodka drink.

[http://www.eonline.com/shows/the\\_grace\\_helbig\\_show/news/643016/grace-helbig-and-mamrie-hart-take-shots-and-lau-gh-at-ridiculous-videos-online-watch-the-grace-helbig-show-clip-now](http://www.eonline.com/shows/the_grace_helbig_show/news/643016/grace-helbig-and-mamrie-hart-take-shots-and-lau-gh-at-ridiculous-videos-online-watch-the-grace-helbig-show-clip-now)

# E! ONLINE

## Tyler Oakley, Lohanthony, Mamrie Hart and More—See the Cute Pics of Grace Helbig and Her YouTube Star BFFs!

March 26, 2015



Oh my Grace!

Not only is Grace Helbig a successful actress, hilarious YouTube personality and star of the new E! series *The Grace Helbig Show*, but she's also your new best friend. Sort of.

From her countless pics with her YouTube friends from Mamrie Hart and Hannah Hart to Lohanthony and Kingsley, Grace seems like she is *quite* the pal to have.

Click through our gallery below to see the lengthy list of her famous friends!

Some of these pairings may surprise you...

[http://www.eonline.com/shows/the\\_grace\\_helbig\\_show/news/639966/tyler-oakley-lohanthony-mamrie-hart-and-more-see-the-cute-pics-of-grace-helbig-and-her-youtube-star-bffs](http://www.eonline.com/shows/the_grace_helbig_show/news/639966/tyler-oakley-lohanthony-mamrie-hart-and-more-see-the-cute-pics-of-grace-helbig-and-her-youtube-star-bffs)



# PAPER

## BEAUTIFUL PEOPLE: MEDIA & TECH

April 28, 2015



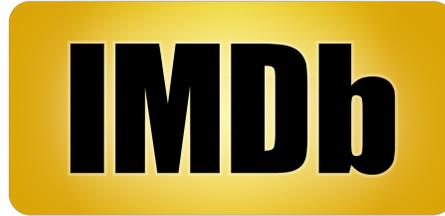
Meet 10 of the most exciting writers, podcasters, YouTubers and web-entrepreneurs working today -- and check out the wildly diverse ways they redefine the theme of our April issue: the American Dream.

### **Mamrie Hart**

Mamrie Hart's You Deserve A Drink series catapulted the comedian to Internet-fame for its crucial blend of pop-culture commentary, comedy and guerrilla mixology. Hart raps, dances spastically, admits she hates books -- all the while teaching you how to mix excellent drinks. Between her Amy Poehler waffle-flavored "Parks and Wrecked" and her Dunham-friendly recipe for "Not That Kind of Earl", she's got our drink order covered. We'll have what she's having. [MB] By some crazy fate, I've found a way to have fun as my job. And I just had chilli and wine at an airport at 10 a.m., so if that's not an American dream, I don't know what is.

-- Mamrie Hart

[http://www.papermag.com/2015/04/beautiful\\_people\\_2015\\_media\\_tech.php](http://www.papermag.com/2015/04/beautiful_people_2015_media_tech.php)



## **Mamrie Hart, DJ Flula To Guest Star On The First Episode Of Grace Helbig's TV Show**

March 31, 2015

Grace Helbig has some digital natives showing up for the first episode of her E! talk show *The Grace Helbig Show*. In the premiere episode, which will air on April 3, 2015, Helbig will feature special guests and fellow YouTube stars Mamrie Hart and DJ Flula Borg.

Helbig, who boasts over 2.1 million subscribers on her YouTube channel, will undergo a video battle with her best friend and *#HeyUSA* co-star Hart (who's set to appear in that series' upcoming second season). In addition, Borg will enlist Helbig to help him on a secret music project. Beyond her YouTube compatriots, Helbig will also hang out with *The Talk* host and *GirlOnGuy* podcaster Aisha Tyler.

Announced back in August 2014, *The Grace Helbig Show* promises to have plenty more internet-savvy references and tie-ins. In a recent interview with Jimmy Fallon, Helbig told her fellow talk show host she plans to make her show interactive by asking her online fans what questions she should ask her guests and how to say goodbye to them. If Helbig's guest lineup for her TV show's first episode are any indication, we can expect to see a lot more YouTube and digital stars appearing on the traditional screen.

Tune in to E! on Friday, April 3 at 10:30 PM EST to catch the premiere episode of *The Grace Helbig Show* with Hart and Flula. And in line with the interactive theme, you could even drop Helbig a tweet about which digital star(s) you'd like to see next appear on her TV show.

<http://www.imdb.com/news/ni58456989/>



# The Daily Dot

## From YouTube to 'Camp Takota,' the rise of Mamrie Hart

Sep 6, 2013



Mamrie Hart stands on a small wooden stage opposite a fire pit and welcomes the camper's parents to visiting day. Unlike her fellow counselors, she wears an authoritative polo shirt and whistle; the rest of them are in green-and-white Camp Takota tees. Hart's clearly in charge here—onscreen and behind the scenes.

The red-haired host of the YouTube bartending show *You Deserve A Drink* not only stars in *Camp Takota*, she helped write the feature-length film, which draws from her own experiences as a summer counselor and co-stars close friends Hannah Hart and Grace Helbig. Mamrie plays Maxine, a woman who is poised to become the camp's new director—if the camp can manage to stay open.

The Dot visited Mamrie on set during the final days of production to learn more about her big-screen and screenwriting debut.

### **The most exciting part to me is that you have a writing credit on this movie. How'd that happen?**

Yeah, dude! I met [producer] Michael [Goldfine] and we were just shooting the shit, and I told him I'd started a screenplay about a woman whose life falls apart and she goes back to camp. I had about 30 pages written and immediately his eyes lit up, and he turned into the crazy man that he is, because he's always wanted to do a camp movie.

We started working on it together to take it from my original idea to a three-piece story with three leads. Me and Michael worked on the treatment together, and we brought it in a writer, Lydia [Genner], to do a first pass, because we were on our No Filter tour. Then I got the script back and got to rewrite dialogue and change it however I wanted so it's really fun.

I know you originally wanted to be an actress.

I moved to New York to be an actress, and I fell into the comedy thing. I've been doing live comedy forever and then fell into the YouTube thing, but the original goal was to do acting. It's a dream to be doing your first feature and to be hearing the words you wrote. It's surreal.

### **You guys are sharing a trailer?**



Yes, it smells so bad.

**That's what Grace and Hannah said.**

Well, OK, originally they were blaming it on me because I very openly took a dump in there.

**This all checks out.**

But it wasn't that! It's the air conditioning unit that smells weird. It was not me! Don't listen to those bitches. But now it smells because we all are wearing these tennis shoes, and Grace and Hannah's characters don't wear socks. And so now it smells like their feet.

**I feel like now as a journalist I have to go back to them and be like, "Well, Mamrie says..."**

Story checks out. Point, counterpoint. Then, the movie just falls apart, and I refuse to work with them.

**Tell me about your character.**

My character is named Maxine. Our three characters were best friends growing up at camp, and my character is obsessed with camp. She teaches school during the school year, but she works at camp every summer. This is the summer that the camp director is retiring, and she is going to be passed the torch at the end of the summer if the camp still exists. Spoiler alert!

**No spoilers I was told!**

They're very protective. It's not the new *Star Wars* film. I've been vlogging every day, so I'm pretty sure people will figure it out. Those internet sleuths find everything. It's amazing.

Plus, we're in the middle of nowhere. There's no service here. That's one of the nice things we've found. We've become obsessed with our crew, and it's because we haven't had Internet so we've actually been communicating like real people do. It hasn't been talking while checking Facebook, so yeah, we're tight.

**And this is based on your experience at camp?**

I actually didn't go to camp. I only was a camp counselor. But I went to a wedding at my summer camp three months ago. I'm in love with the place. It was called Camp Merriwood, outside Asheville, North Carolina. It was an all-girls camp. It didn't have the same troubles that Camp Takota has. It actually has tons of money. I didn't go there because I couldn't afford it.

**I went to camp for 10 years. What do you think makes people into camp lifers?**

Camp is cultish. There's secrets, the history of the camp, secret handshakes, and songs you only know if you went to that camp. It's kind of like a sorority, which is a bad comparison, but it really is such a community and it brings people back. There's something special.

**How is it working on a movie versus working on YouTube?**

Well, Michael's been like, "We don't have a script yet? Yeah, all right. Let's make this movie this summer." And it's happened. It's crazy.

It's awesome too because with the YouTube mentality, if you want to make a video, you just do it. There's no procrastination in YouTube, which it's really awesome working with Michael because he's like, "Oh we're just going to make it, we're not going to talk about it." I've spent years before putting on a sketch show, and we made a movie from start to finish in under a year. It's fucking nuts.

*Screengrab via You Deserve a Drink/YouTube*

<http://www.dailydot.com/entertainment/mamrie-hart-interview-camp-takota/>



## **YouTube's making 'TV' series and movies with its most popular creators**

April 28, 2015

For many people, Netflix, Amazon Prime and those pirates episodes of *Game of Thrones* have all but replaced TV. YouTube's another big draw for "cord cutting millennials," but since its videos are all user-submitted, it's almost powerless to stop its stars being poached by TV networks and movie studios. For instance, *Fred: The Movie* was a flop, but YouTube must have been terrified to see one of its biggest stars wander off so easily. That's why the site is now setting up TV-style production deals with some of its most popular creators, as well as entering movie production partnership with AwesomenessTV.

The idea is that YouTube will bankroll four original series that it'll own outright -- in a similar way to how Netflix wants to lessen its reliance on its production partners. There are two scripted comedy shows, one from The Fine Brothers, the other from *Smosh* as well as a prank show from *Prank Vs. Prank*. Rounding out the list is an oddly described "murder-mystery reality series," which makes us hope beyond hope that it's an ersatz remake of *Unsolved Mysteries*.

At the same time, YouTube is teaming up with Brian Robbins, head of terribly-named studio AwesomenessTV and the figure behind *Fred: The Movie*. The deal will see Robbins' outfit create "several feature-length films" over the next two years, all starring YouTube stars and premiering on the Google-owned video site. Let's just hope that they all build into a Marvel Cinematic Universe-type situation, where Mamrie Hart leads a team of YouTube stars to fight an alien invasion led by *The Gabbie Show*.

<http://www.engadget.com/2015/04/28/youtube-awesomeness-tv-deal/>



# COMEDY CAKE

## Video Licks: Grace Helbig Plays “We’re Old” With Paul Scheer And Mamrie Hart

April 27, 2015



I wouldn't put host Grace Helbig, comedian Paul Scheer, and YouTube celeb Mamrie Hart in the “old” category just yet. However, the three played a new Grace Helbig show game called “We’re Old” that certainly made this senior gal pining for simpler times. Watch as the forever young contestants test their pop culture understanding. (Paul Scheer's reaction to the “Pop Princesses” category is just priceless.) Enjoy!

<http://www.comedycake.com/archives/19124>



## Grace Helbig Show Premiere: Shots With Mamrie Hart and Bringing YouTube To Late Night

April 6, 2015



Of course it helps that Grace's first guest actually is an old friend. Mamrie Hart dropped by for the inaugural episode of The Grace Helbig Show. Bringing on her internet bestie in her first episode is a big nod to Grace's existing army of online fans and it gave both ladies a chance to shine. It's easy to see why Grace and Mamrie have been working together for so long — their chemistry brings out the best in both of these internet comedy queens. If this show has room for a cohost then Mamrie has my vote.

In true YouTube fashion, the ladies cozied up with a good old-fashioned challenge. This time it was a game called "Deal." Grace and Mamrie took turns watching funny fail videos and whoever "couldn't deal" without laughing... had to take a shot, because aside from Mamrie the other key ingredient to a successful Grace Helbig bit is lots of booze. Something tells me we'll be seeing this challenge making the rounds on YouTube over the next few weeks.

Overall Grace's first episode was a homerun. When making the jump to TV many YouTubers have made the mistake of abandoning the things that have worked for them online in favor of imitating what we usually see on television. Helbig has totally avoided that pitfall. The show's intimate set up let's her be the awkward, goofy, brilliant Grace that the internet has come to love, just on a larger scale.

<http://newmediarockstars.com/2015/04/grace-helbig-show-premiere-shots-with-mamrie-hart-and-bringing-youtube-to-late-night/>



## ‘Camp Takota’ Hangs With Oscar Nominees On iTunes Bestseller Chart

February 20, 2014

The screenshot shows the 'Top Independent Movies' section of the iTunes store. The chart is sorted by 'Bestseller'. The top three movies are:

Rank	Movie Title	Genre	Release Date	Buy Price	Rent Price
1	Dallas Buyers Club	Drama	Released Nov 01, 2013	\$14.99	\$5.99
2	12 Years a Slave	Drama	Released Oct 18, 2013	\$14.99	\$3.99
3	Camp Takota	Independent	Released Feb 14, 2014	\$9.99	\$7.99
4	Enough Said	Romance	Released Sep 18, 2013	\$14.99	\$5.99
5	All Is Lost	Drama	Released Oct 18, 2013	\$14.99	\$4.99
6	Sunlight Jr.	Drama	Released Nov 15, 2013	\$12.99	\$6.99
7	The Spectacular Now	Romance	Released Aug 02, 2013	\$14.99	\$5.99
8	Someone Marry Barry	Comedy	Released Feb 13, 2014	\$12.99	\$6.99
9	Lust for Love	Romance	Released Feb 07, 2014	\$12.99	\$4.99

A red hand-drawn circle highlights the 'Camp Takota' entry, and a red arrow points to it with the number '#3' written next to it.

*Camp Takota* arrived on Valentine’s Day, and if iTunes is to be believed, it is selling very well. The feature film starring YouTubers Grace Helbig, Hannah Hart, and Mamrie Hart is third on iTunes’ independent film chart, only trailing a pair of Best Picture nominees.

At the time of this article’s release, *Camp Takota* is in good company on iTunes’s independent films bestseller list: It trails only *12 Years A Slave*, which is widely considered to be a frontrunner for the Academy Award for Best Picture, and *Dallas Buyers Club*, another Best Picture nominee expected to take home a couple awards of its own.

*Camp Takota* is available on iTunes for \$9.99. The film’s website is also selling an HD version for \$9.99 as a DRM-free download powered by online video self-distribution facilitator VHX.

Among all films, *Camp Takota* is currently in 15th place, surrounded on all sides by Hollywood releases. That’s mighty impressive for a movie shot in a few weeks on what was reportedly a very small budget, and *Camp Takota*’s success indicates that its three stars have some seriously dedicated fans.

<http://www.tubefilter.com/2014/02/20/camp-takota-itunes-independent-film-best-seller/>



## Mamrie Hart, DJ Flula To Guest Star On The First Episode Of Grace Helbig's TV Show

April 1, 2015



Grace Helbig has some digital natives showing up for the first episode of her E! talk show *The Grace Helbig Show*. In the premiere episode, which will air on April 3, 2015, Helbig will feature special guests and fellow YouTube stars Mamrie Hart and DJ Flula Borg.

Helbig, who boasts over 2.1 million subscribers on her YouTube channel, will undergo a video battle with her best friend and *#HeyUSA* co-star Hart (who's set to appear in that series' upcoming second season). In addition, Borg will enlist Helbig to help him on a secret music project. Beyond her YouTube compatriots, Helbig will also hang out with *The Talk* host and *GirlOnGuy* podcaster Aisha Tyler.

Announced back in August 2014, *The Grace Helbig Show* promises to have plenty more internet-savvy references and tie-ins. In a recent interview with Jimmy Fallon, Helbig told her fellow talk show host she plans to make her show interactive by asking her online fans what questions she should ask her guests and how to say goodbye to them. If Helbig's guest lineup for her TV show's first episode are any indication, we can expect to see a lot more YouTube and digital stars appearing on the traditional screen.

Tune in to E! on Friday, April 3 at 10:30 PM EST to catch the premiere episode of *The Grace Helbig Show* with Hart and Flula. And in line with the interactive theme, you could even drop Helbig a tweet about which digital star(s) you'd like to see next appear on her TV show.

<http://www.tubefilter.com/2015/03/31/mamrie-hart-dj-flula-grace-helbig-show-premiere/>



## Grace Helbig, Hannah Hart, and Mamrie Hart Sell Out ‘#NoFilter’ Tour

December 18, 2013



Vancouver, Victoria, Seattle, and Portland; if you haven't picked up tickets to the "#NoFilter" tour hosted by Grace Helbig, Hannah Hart, and Mamrie Hart, then you're sadly out of luck. The shows, all four of them, are completely sold out. To put that in perspective, here is the capacity for each venue:

Rio Theatre, Vancouver – 400

McPherson Playhouse, Victoria – 642

Neptune, Seattle – 700

Aladdin, Portland – 600



Collectively, the “#NoFilter” tour has sold over 2,300 tickets in Canada and the United States. Needless to say, touring for creators has become an effective new strategy for YouTubers to connect with their audience while making a small chunk of change in the process.

Earlier this year, Hannah Hart raised over \$222,000 for the “Hello, Harto!” tour via indiegogo. The campaign did so well that Hart was able to expand her tour from just the States to Canada, United Kingdom, Australia, and New Zealand. The tour was part travel show and part live show with Hart filming episodes of “My Drunk Kitchen” in each city. At the end of the indiegogo campaign, the “Hello, Harto!” tour had over 10,000 backers.

Musicians on YouTube (unsurprisingly) have also found a good deal of success off platform with local and international touring. As is common with traditional musicians in this digital age, big money is no longer made via album sales. Most performers count on tours to supplement their income. Of course, the line between “traditional” musicians and YouTube musicians is already pretty blurred, so it’s not much of a surprise to see both camps experimenting on and offline.

Recently signed Big Frame partner Colleen Ballinger (Miranda Sings) currently hosts and performs in a touring cabaret act held in major cities like New York, Chicago, San Francisco, Los Angeles, and London. The shows often feature the YouTuber alongside Broadway and West End performers. At the time that Big Frame picked up Ballinger, the network explained that her ability to attract offline audiences was a significant factor in the decision to sign her.

Although some creators do not dabble in off-YouTube careers, it’s clear that any creator who can bring in physical crowds has an incredibly deep level of engagement with his or her audience. And as we all know, engaged audience means stronger influence, which in turn makes for great opportunities for both the creators and brands looking to partner with them.

This isn’t the first time the “#NoFilter” tour has sold out venues either. Last spring, the trio took the tour across Boston, New York City, and DC where it also sold out at every venue it appeared in.

<http://www.thevideoink.com/news/grace-helbig-hannah-hart-and-mamrie-hart-sell-out-nofilter-tour/#.VIYT9LEo4ishttp://www.thevideoink.com/news/grace-helbig-hannah-hart-and-mamrie-hart-sell-out-nofilter-tour/>



## GRB Entertainment Brings ‘Camp Takota’ to MIPTV

April 13, 2015



GRB Entertainment is bringing “Camp Takota” to international buyers at MIPTV.

This is the first film of GRB’s to star digital talent. Famous YouTubers Grace Helbig, Hannah Hart, and Mamrie Hart have leading roles in the feature film, which was initially distributed online via VHX before becoming available on Netflix in November.

“We have been planning our move into the ‘digital influencer movie world’ for some time,” said Gary R. Benz, president and CEO of GRB, in a statement. The production company has a “digital influencer movie” of its own coming out this summer. Called “Bad Night,” it stars YouTubers Jenn McAllister (JennXPenn on YouTube) and Lauren Elizabeth Luthringshausen.

Nick and Chris Riedell, who directed “Camp Takota,” are also directing “Bad Night” for GRB. GRB has previously distributed its content across countries like France, Germany, Japan, and the UK.

[http://www.thevideoink.com/news/grb-entertainment-brings-camp-takota-miptv/#.VS1\\_p\\_nF-q-](http://www.thevideoink.com/news/grb-entertainment-brings-camp-takota-miptv/#.VS1_p_nF-q-)



## Mamrie Hart, Conde Nast to Embark on Second ‘#HeyUSA’ Adventure with Major YouTubers

March 20, 2015



Even though Grace Helbig has a talk show on E! to plan for, that’s not going to stop her frequent collaborator, Mamrie Hart, from traveling across the country to meet fans and get into interesting adventures.

The comedienne and YouTube star, best known for her YouTube series “You Deserve a Drink,” is about to embark on season two of “#HeyUSA,” a travel series in partnership with Astronauts Wanted \*No Experience Necessary and Conde Nast Entertainment. The series will follow Hart as she treks across the country, visiting different cities and going on different missions.

In season one of “#HeyUSA,” Hart did the same thing, with her good friend Helbig right by her side. This time around, with Helbig sidelined by her other projects, Hart will be joined by five other prominent YouTube stars, each of whom was selected by fans. Tyler Oakley (6.6 million subscribers), Jenna Marbles (14.8 million subscribers), Kingsley (3



million subscribers), Colleen Ballinger (5.7 million subscribers), and Flula (490,000 subscribers) will join Hart on different legs of the trip.

That said, Helbig won't be completely absent from the second installment of "#HeyUSA." She's on board as the "puppet master" of the whole thing; she will control which cities Hart and company visit and reveal each new location at the top of every episode. Locations and activities will be once again be crowdsourced from fans.

Season one of "#HeyUSA" was also notable for using different social platforms to let fans follow the YouTube stars in real-time across the entire trip. In addition to short-form clips on YouTube, Helbig and Hart shared updates across platforms like Twitter and Instagram. Only months later did a long-form version of the series premiere on The Scene.

Season two, which begins production next week, will have a modified version of that plan. Hart and her co-conspirators will still share updates across social platforms like Twitter, Instagram, and Vine. The Scene premiere will just come much earlier.

"We feel that it's a show that can stand an episodic release," says Nick Shore, chief creative strategist at Astronauts Wanted, a digital and social content studio founded by former MTV Networks CEO Judy McGrath. "There will still be short-form social pieces that drive people to the episodes, but rather than release a large amount of content along the way, we'd rather save the best" for the full episodes.

"I'm going to try as much as possible to keep the social media [aspect of the show] in real time," adds Hart. "The actual videos will go up later, but we are still incorporating people's suggestions on what to do, and I'll totally be tweeting and instagramming the entire time."

Starting April 16, "#HeyUSA" will air every Thursday and Wednesday on The Scene, a video platform launched by CNE last year. The entire season will run for 10 episodes, with each YouTube collaborator joining Hart for two episodes. The first episode of the two weekly episodes will be a "tasting menu" of sorts, allowing Hart and her fellow star to explore different places and activities in the city they're visiting. The second episode will have more of a story arc, with a focus on one particular activity that "takes more effort," says Shore.

Season two is sponsored by Hilton, a deal that came as a result of the second-annual "Final Fronts" presentations held by media-buying agency OMD last fall. Astronauts Wanted and CNE pitched a second season to "#HeyUSA" as part of their presentation, which elicited interest from Hilton, says Shore.

"Hilton will be integrated into the series and episodes," adds Whitney Howard, SVP of business development and strategy at CNE. "You can see how they would be a natural fit."

"I believe we are going to have some behind-the-scenes stuff on their site," adds Hart.

"#HeyUSA" is produced by Astronauts Wanted for CNE and The Scene. Executive producers include Hart, Helbig, and Bleecker Street Entertainment's Ken Treusch and Vincent Nastri.

Season one of the series generated 6.39 million total views, 3.85 social engagements, and 186 million impressions across all platforms, according to Astronauts Wanted. Beyond voting on the activities, fans also got incredibly involved by creating art such as GIFs from the trip. "We were really blown away what happened once we started to create a real dialogue between the show and the audience," says Shore.

The decision to bring the series back for another season was a no-brainer, then. "It was a great success in terms of reaching the type of audience that we are trying to reach — the influential, millennial viewer," says Howard. "Natural decision from our vantage point to do season two."



While premiering first on The Scene, “#HeyUSA” will also be syndicated across CNE’s network of video partners, including YouTube, AOL, Yahoo, Roku, and Dailymotion.

<http://www.thevideoink.com/news/mamrie-hart-5-youtubers-embark-usa-adventure-cnes-scene/#.VSbMmfF-q->

# SHEKNOWS®

## Mamrie Hart shares the positive reason she body-shames herself (EXCLUSIVE)

April 21, 2015



What do HeyUSA!'s Mamrie Hart and thick, white gravy have in common? She explains

Heaven knows there are few things I love more than a bawdy woman, and few women are bawdier (or more lovable) than Mamrie Hart — the host of the hilarious YouTube travel series, HeyUSA!

As you well know, last year Mamrie and her bawdy BFF, Grace Helbig, road-tripped it across the country, hitting up towns and seeing sites dictated entirely by crowd-sourced fan recommendations on social media. And, y'all, it got weird. Fast.

"We kicked it off right out of the gate last year in Alaska," Hart told me. "We hung out with a mayor of a small town... that's a cat. Like, the town voted for this cat to be mayor — I guess there's not that many decisions that have to be made."

Hey USA!

The show's second season, which just dropped on The Scene (go forth and watch it here), promises just as many zany adventures — albeit without Helbig by Hart's side.

Explained Hart, "We wanted to do a second season because we had so much fun, but Grace is so talented she went out



and got a TV show. The show must go on, though, so I came up with the concept that we'd still crowd-source, but we ask our viewers which other YouTubers should meet me on the road."

Grace, then, is the puppet master, pulling the strings behind the scenes in her new role as executive producer.

So the audience asked... and they received. This season will see Hart shake it up all over the United States with fellow YouTube sensations Kingsley, Tyler Oakley, Jenna Marbles, Colleen Ballinger and Flula Borg.

For the YouTube-impaired, Hart sums up her costars respectively as "oozing sass from his ears," "kind of the quintessential gay best friend of YouTube" (who just raised \$5 million for charity!), YouTube's "reigning queen" who's "a hoot and a half," "a riot" and "the German DJ/hilarious/one of the stars of the upcoming Pitch Perfect 2."

Of course, different costars means a different dynamic — but Hart assures us that isn't a bad thing.

"Grace and I were traveling so long last summer that when we'd wrap for the day, we'd high-five, go back to our individual rooms, get room service, watch TV and pass out," said Hart, laughing. "But since I have these people for three days, we're doing it!"

Just last week, for instance, Hart and Jenna Marbles "went on this weird, dinosaur animatronics boat ride at Mirror Maze... with moonshine."

Such are the kind of offbeat mini-benders fans can expect this second season. "The producers are wise enough to very much encourage us to record video on our phones after the crew is done for the day," Hart said.

But moonshine shenanigans aren't the only extracurricular activity keeping Hart busy these days. The comedian-slash-actress-slash-writer recently compiled her best drinking stories — and worst hangovers — into an obscenely funny book inspired by her YouTube cult hit, *You Deserve a Drink*.

And in true Hart fashion, she doesn't hold anything back. In addition to adding some seriously killer cocktail recipes to their drinking arsenal, fans will be privy to the booze-drenched details from times like when she inadvertently hired a 60-year-old meth head to teach a bachelorette party group pole dancing.

Or the time she lit herself on fire during a Flaming Lips concert (the irony is almost too much to bear).

But while these tales will soon become watercooler fodder for the likes of us, putting them on paper was, well, revelatory for Hart.

"I sat down with a bottle of booze and just started listing off all the stories, and they didn't even all fit in the book," she said, laughing. "And, man, do you evaluate your life when you write down all the stories... it's the second dirty list to who you slept with."

Ah, there's a bit of that self-deprecation that has become synonymous with Hart's name.

You'll read it in the book. You'll see it on HeyUSA! And, hopefully, you'll realize that even though Hart pokes fun at herself, she also knows just how f\*\*\*ing awesome she is.



"I find that sometimes people think when I'm being self-deprecating that it's coming from a dark place, and it really doesn't have to," Hart said. "I say a lot of things about my body, and I actually think I'm extremely attractive and just bangin' from head to toe."

In fact, it's her so-called flaws Hart says that define her, citing, "I love my gapped teeth... love, love, love it. I curse too much. I love to drink. I'll eat like a real human woman and I hate working out, so with that combination — I've said it before — I'm thicker than a white gravy."

She wouldn't even call those flaws, though.

"I would call those the things that make you unique," Hart said. "I think the things that stick out and people want to label flaws make you who you are."

Pausing, she then added, "Oh, my God, I'm so inspirational."

<http://www.sheknows.com/entertainment/articles/1081322/mamrie-hart-spills-on-the-moonshine-soaked-second-season-of-h ey-usa>



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[http://regator.com/p/267413464/mamrie\\_hart\\_dj\\_flula\\_to\\_guest\\_star\\_on/](http://regator.com/p/267413464/mamrie_hart_dj_flula_to_guest_star_on/)



# CYNOPSIS MEDIA *Long Story Short*

## **03/23/15: Mamrie Hart hits the road for second season of '#HeyUSA'; Web series 'Guidestones: Sunflower Noir' lands on Hulu March 29; AOL teams up with Facebook Marketing Partner Kenshoo**

March 23, 2015

Good morning. It's **Monday March 23, 2015**, and this is your first early morning digital briefing.

### **NEW PROGRAMMING + DEALS**

With Grace Helbig working on her talk show for E!, the second season of #HeyUSA will see her co-star and YouTube darling Mamrie Hart traveling across the country. Starting April 16, Hart will be joined by with five other YT celebs on different legs of the trip: Tyler Oakley (6.6 million subscribers), Jenna Marbles (14.8 million subscribers), Kingsley (3 million subscribers), Colleen Ballinger (5.7 million subscribers) and Flula (490,000 subscribers). Produced by Astronauts Wanted, the show will air every Thursday and Wednesday on Conde Nast Entertainment's The Scene. Hilton Hotels and Resorts is the premiere sponsor of the show.

The second season of award-winning thriller web series Guidestones: Sunflower Noir will premiere on Hulu in the U.S. on March 29. Produced by iThentic and 3o'clock.tv, the new season picks up with journalism students Sandy Rai (Degrassi: The Next Generation) and Trevor Shale (Degrassi: The Next Generation) on the run as a result of their quest to uncover a global conspiracy. The first season of Guidestones garnered 25 awards and nominations, including the 2013 International Digital Emmy Award for Best Digital Program – Fiction.

Yahoo Screen premiered its new half-hour comedy Sin City Saints today. Starring Malin Akerman (The Comeback), Tom Arnold (Sons of Anarchy), Andrew Santino (Mixology) and Rick Fox (Hit the Floor), the series follows a fictional Las Vegas pro basketball team. The series is executive produced by Mike Tollin (Varsity Blues), executive produced and directed by Bryan Gordon (Curb Your Enthusiasm) and executive produced and written by Chris Case (Legit).

Music network Revolt partnered with Jaunt VR in a new series of virtual reality performances and concerts. Fans can download the first experience with Grammy-nominated artist Big Sean on the app, called Revolt: Big Sean, Blessings. During the SXSW Music portion of the festival on March 20 and 21, attendees were able to preview the program with the VR glasses.

### **CONTENT MEDIA**

YouTube added more artists to its line-up for the 2015 YouTube Music Awards. Action Bronson, FKA twigs, Kygo and Lindsey Stirling will take part in the exclusive collection of new music videos dropped tonight at 10p PT. To create them, VICE and YT selected directors including Cahoots, Charli XCX, Ed Sheeran, Martin Garrix, Max Schneider, Migos, Megan Nicole, Nicky Jam and Shamir.



People Now, the daily live online show presented by Toyota on People.com, announced that Jason Derulo, Nick Cannon, Sports Illustrated model Kelly Rohrbach, interior designer Nate Berkus, YouTube celeb Adam Guerra, Little League superstar Mo'ne Davis, Ian Harding (Pretty Little Liars), Chelsea Peretti (Brooklyn Nine-Nine) and Jeremy Piven (Entourage) will make guest appearances this week. The 20-minute program offers interviews, entertainment updates, and human-interest stories Monday-Friday at 8:30a ET and 11:30a ET online.

SI Now, the daily live online show from Sports Illustrated sponsored by Ford on SI.com, announced that Meryl Davis and Charlie White (Olympic gold medalist ice dancers), Mo'ne Davis (Sports Illustrated Sports Kid of the Year), Alonzo Mourning (Former NBA forward), Vin Parise (NBC Sports Analyst) and Christian Laettner (Former Duke Blue Devil and NBA forward) will be guests this coming week. Hosted by Maggie Gray, SI Now features coverage from Sports Illustrated and interviews with the stars from the world of sports and entertainment Monday-Friday at 1p ET.

Join us for the annual Cynopsis Sports Media Awards Breakfast on Thursday, April 16 from 8:00-10:00am at the NYAC. We will honor four executives who have changed the way their sports entities connect with fans around the country. Gary B. Bettman, Commissioner of National Hockey League will receive the Vision Award as Sports Executive of the Year. Juan Carlos Rodriguez, President of Univision Deportes at Univision Communications Inc. will receive the Navigator Award as the Sports Network Executive of the Year, Sean McManus, Chairman of CBS Sports will be this year's Legacy Award and Morgan Flatley, Chief Marketing Officer for Gatorade will receive the Gem Award.

<http://cynopsis.com/032315-mamrie-hart-hits-road-second-season-heyusa-web-series-guidestones-sunflower-noir-lands-hulu-march-29-aol-teams-facebook-marketing-partner-kenshoo/>