



March 25, 2021

**BACK BY POPULAR DEMAND, '#BELOCALISH: DEALS & STEALS' SPECIAL RETURNS WITH A SPOTLIGHT ON WOMEN-OWNED BUSINESSES AND WILL AIR BEGINNING FRIDAY MARCH 26 - SUNDAY, MARCH 28**

**'#BeLocalish: Deals & Steals' Special Will Air Across ABC Owned Television Stations and Stream Live on Its 32 Connected TV Apps on Amazon Fire TV, Android TV, Apple TV and Roku**

**Viewers Can Shop Exclusive Deals From Featured Businesses at [ShopLocalish.com](https://shoplocalish.com)**



In support of Women's History Month, ABC Owned Television Stations will feature women-owned businesses across the country in a half-hour special **"#BeLocalish: Deals & Steals: Supporting Women-Owned Businesses."** The WABC-produced special will air across the eight owned stations beginning **FRIDAY, MARCH 26 - SUNDAY, MARCH 28**, and available to stream on each station's connected TV app. Co-hosted by Tory Johnson of "GMA Deals & Steals" alongside WABC Eyewitness News' Sam Champion, this is the fourth special in a series that follows the top-rated program's premiere in May 2020, where the initial focus was on businesses in the tri-state region impacted by the pandemic.

The upcoming special will feature incredible deals from 20 women-owned businesses located across the country. ABC's Localish is also highlighting some of the women-owned businesses featured in the special such as [Philadelphia-based Printfresh](#), a sustainable pajama company and [Kinsley Armelle](#), a custom jewelry brand based in Houston, Texas. The "Deals & Steals" special will air on the eight-owned stations' linear broadcast and on Localish's linear network, spanning across nearly 1,600 communities. The stations include

WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, WPVI-TV Philadelphia, KGO-TV San Francisco, KTRK-TV Houston, WTVD-TV Raleigh-Durham, KFSN-TV Fresno and Localish network.

“Our partnership with Tory around “#BeLocalish: Deals & Steals” gives our viewers an opportunity to support the small businesses they love – and get some great deals in the process. Viewers will be inspired by the resilience, ambition and ingenuity of the women they’ll meet in our 30-minute special and can purchase their products instantly via a QR code or on [ShopLocalish.com](https://ShopLocalish.com),” said Anna Robertson, VP of Content and Partner Innovation for ABC owned television stations.

With the COVID-19 crisis having a disproportionate toll on women, “#BeLocalish: Deals & Steals” reflects the station group’s [ongoing commitment](#) to support small businesses and protect jobs impacted by this unprecedented global health and economic crisis. The decision to feature women-owned businesses across the stations’ linear platforms gives these companies national brand exposure with the potential viewership of 17 million and an additional 17 million viewers when it airs on the Localish network in the eight markets.

The special will highlight popular product categories including beauty products, pajamas and paraffin booties, hair care, food, accessories, kitchen and home, and a “Shark Tank” winner’s business. Viewers will be able to shop featured products at an exclusive, limited-time discounted rate of at least 50% off, made available for 24 hours after the airing of the special at [ShopLocalish.com](https://ShopLocalish.com).

Some of the featured businesses on “**#BeLocalish: Deals & Steals: Supporting Women-Owned Businesses**” are the following:

- [Live Tinted](#), a makeup product line for every skin tone that started with a viral video of its founder using red lipstick to hide dark circles under her eyes
- [SHEEX](#), New Jersey-based former basketball coaches who decided to turn the comfort of athletic performance material into bedding
- [NaturAll Club](#), a hair product developed by a Philadelphia woman who, frustrated with commercial hair products that left her hair damaged, created an all-natural hair care product from fruits and vegetables
- [Safe Grabs](#), a “Shark Tank” winner with a Houston-based business that makes silicone mats to protect hands from being burned by hot kitchenware
- [SHOLDIT](#), the invention of a woman who bought a \$20 sewing machine to make a scarf with a zippered pocket, so she could carry her things without having to carry a purse

- [Vicky Cakes](#), a tasty pancake and waffle mix passed down through generations, from a woman who wants families to come together and bond over breakfast

\*Viewers can view the linear broadcast in each market’s respective owned station and shop the full list of featured products online, [ShopLocalish.com](#). The special will also air on the Localish network (check local listings for airdate information).

STATION	DAY	DATE	TIME
ABC13/KTRK-TV	Friday	3/26	3:30 p.m. CDT
ABC7/WLS-TV	Friday	3/26	6:30 p.m. CDT
ABC7/WABC-TV	Friday	3/26	7:30 p.m. EDT
ABC7/KGO-TV	Saturday	3/27	4:00 p.m. PDT
ABC7/KABC-TV	Saturday	3/27	6:30 p.m. PDT
ABC11/WTVD-TV	Saturday	3/27	7:00 p.m. PDT
6ABC/ WPVI-TV	Saturday	3/27	7:30 p.m. PDT
ABC30/KFSN-TV	Saturday	3/27	7:30 p.m. PDT

### About WABC

WABC-TV has been the leader in local news and entertainment programming in the New York City area for more than 60 years. Producing more than 45 hours of live, local news and weather each week, Channel 7 “Eyewitness News” is the most watched local news in New York and the United States. WABC-TV also produces “Live with Kelly and Ryan,” weekdays at 9:00 a.m., which is seen in more than 200 markets across the U.S. Quality news and programming, cutting-edge technology and ongoing community outreach are the hallmarks of excellence that have consistently kept WABC-TV New York’s No. 1 station and the most-watched television station in the nation.

### About ABC Owned Television Stations

Disney Media Entertainment & Distribution’s eight owned ABC stations are multiplatform leaders in local news and information. Collectively No. 1 across all U.S. television, reaching 23% of households and more than 34 million Total Viewers and 62 million digital visitors a month, the eight stations are comprised of WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, WPVI-TV Philadelphia, KGO-TV San Francisco, KTRK-TV Houston, WTVD-TV Raleigh-Durham and KFSN-TV Fresno. The stations also deliver locally sourced storytelling to more than 14 million viewers across America through its digital-first national lifestyle

brand and broadcast channel, Localish. Most recently, the stations received five Broadcast & Cable awards, including in the 2020 Best in Local TV Awards category as Station Group of the Year for its innovative and next-generation news reporting, and in the major market category for 2020: Best News Coverage, Best Digital Multiplatform or Website, Best Investigative Reporting Station Group and Best Public Affairs Programming, illustrating the group's strength and ever-increasing growth and reach in the multiplatform space.

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**-- ABC Owned Television Stations --**