

NickMom Inks Development Deal with Wanda Sykes and Page Hurwitz of Push It Productions, Inc.

NickMom Additionally Greenlights New Hidden Camera Series, Undercover Cupid, and Launches Season Two of Parental Discretion with Stefanie Wilder-Taylor and a special Take Me To Your Mother Featuring Members of Super Bowl XLVII Champion Baltimore Ravens

NEW YORK, Jan. 16, 2014 /PRNewswire/ -- [NickMom](#), the nighttime comedy block just for moms, has signed a development deal for an untitled comedy project with Wanda Sykes and Page Hurwitz of Push It Productions, Inc. The project will join a slate of new content in development for NickMom ranging from docu-comedy to reality competition, with a star roster of producers including Whoopi Goldberg. NickMom has green lit six episodes of a brand-new hidden camera series, *Undercover Cupid* (working title), from executive producer Scott Stone (*BrainSurge*). The series, hosted by Nyima Funk (*Whose Line Is It Anyway?*), follows unsuspecting single moms and dads who are surprised to meet three eligible dates picked by their kids as they go about their daily lives. NickMom, which airs nightly on the Nick Jr. channel (10 p.m. - 2 a.m. ET/PT), finished 2013 on a high note posting double-digit gains among its core demo, up +67% with W18-49*.

"We are thrilled to be collaborating with the talented Wanda Sykes and Page Hurwitz of Push It Productions, Inc. to develop hilarious new content for NickMom," said Bronwen O'Keefe, Senior Vice President, NickMom. "NickMom will continue to deliver the funny this year with brand-new episodes of our signature series *Parental Discretion with Stefanie Wilder-Taylor* and *Take Me To Your Mother*, plus exciting projects in the works that will deliver our special brand of mom comedy."

"As a mother of twins, I know firsthand that there is a lot of comedy in parenting, a lot of drinking too, but we're focusing on the comedy," said Sykes.

Comedian/writer/producer Wanda Sykes and veteran producer Page Hurwitz joined forces in 2012 to form Push It Productions, Inc., a production company dedicated to creating quality comedy-based programming for network and cable television outlets. The company's diverse slate of projects includes sketch comedy, concerts, reality, talk/variety, and competition formats. In just its first year, Push It has made a production deal with NBC, has a new series on OWN (*Wanda Sykes Presents Herlarious*), and shows currently in development with NickMom and Comcast. It was recently announced that Push It will be producing the new season of *Last Comic Standing* for NBC.

NickMom launches season two of the talk show hybrid [Parental Discretion with Stefanie Wilder-Taylor](#) (20 eps), on Friday, Jan. 17, at 10 p.m. (ET/PT), with a look back at the early naive days of new parenting. Celebrity guests featured in the new season include Tia Mowry-Hardt and Sheryl Lee Ralph (*Instant Mom*) and Rick Springfield. The series is executive produced by Hugh Fink (*Saturday Night Live*), Jane Lipsitz and Dan Cutforth from Magical Elves (*Top Chef*) and co-executive produced by Stefanie Wilder-Taylor and Jim Jones (*Mad TV*).

[Take Me To Your Mother](#) (16 eps) kicks off its second season on Saturday, Feb. 1, at 10:30 p.m. (ET/PT). The series follows first-time mom Andrea Rosen's adventures around the country seeking advice from moms on what it takes to raise a great kid. In the season two premiere, Rosen discovers her son Odin is becoming a jock, so she visits Super Bowl [XLVII](#) Champion Baltimore Ravens players (DeAngelo Tyson, Ed Dickson, Arthur Jones) and their wives to immerse herself in the world of football. *Take Me To Your Mother* is created and executive produced by Linda Schaffer (Emmy Award-winning *Nickellennium*) and Barbara Kanowitz (*Pulp Comics*) of Hot Air Productions and Rosen.

Additionally, to complement the launch of new Old Spice Re-fresh Body Sprays, Rosen has teamed up with Old Spice as a mom ambassador to communicate the grooming brand's Scent Responsibly educational message to both young guys, as well as moms. On Thursday, Jan. 16, Andrea will be leading the Old Spice Mom Choir featured in the new viral "Smellcome to Manhood" TV campaign around New York City. For more information, visit [OldSpice.com](#).

Parental Discretion with Stefanie Wilder-Taylor and *Take Me To Your Mother* will regularly premiere Fridays at 10 p.m. (ET/PT) and Sundays at 10 p.m. (ET/PT), respectively on NickMom.

NickMom is a primetime ad-supported TV block (10 p.m. - 2 a.m. ET/PT) for moms that airs on the Nick Jr. channel. The block features a mix of original long and short-form programming including talk shows, stand-up and sketch comedy, docu-series and more. Current series on NickMom include: *Instant Mom*, *NickMom Night Out*, *Take Me To Your Mother*, *Parental Discretion With Stefanie Wilder-Taylor* and *The New Adventures of Old Christine*. [NickMom](#) is also a comedy and [entertainment site](#) with extensive content including short-form video, photos, editorial pieces and games.

*Source: NMR, Live+7, Nick Jr. 10p-2a, W18-49, based on impressions

SOURCE Nickelodeon

