

# Scary Mommy And Huggies® Partner To Launch New Series "Up Early Tonight" To Stream On Hulu

**The new series hosted by comedian Abbi Crutchfield was created especially for moms, by moms, and is set to premiere December 17**

NEW YORK, Dec. 3, 2020 /PRNewswire/ -- [Scary Mommy](#), the number one media and entertainment brand for moms in the U.S., together with partner, [Huggies®](#), has created a new comedy series titled "*Up Early Tonight*", a late-night talk show for moms, by moms. The show follows a familiar late-night comedy format with monologues, a panel, parodies and entertaining deck bits, all geared to giving 2020 moms relatable comic relief. This new series is set to stream on [Hulu](#) December 17, with four 20-minute episodes.

Hosted by New York comedian and mom, [Abbi Crutchfield](#), the variety show-style series also features other comedians including [Ophira Eisenberg](#) (host of NPR's "Ask Me Another"), [Aminah Imani](#) (host of "Wine Before Nine" podcast), [Ester Steinberg](#) (host of "Stand Up Mom" podcast) and more. The talk show is designed to support moms through those tiring, tough moments with an entertaining escape. Crutchfield and guests dish over anonymous mom confessionals, commiserate over unsolicited advice-givers, check out the latest mom fashions and everything in-between. The show offers authentic, humorous content and conversation that moms love and have come to expect from Scary Mommy.

"There has never been a show dedicated to this audience of night owls, so we wanted to give moms something fun and relatable to watch while they're up during those quiet hours," says Trixie Ferguson Gray, Senior Vice President and Head of Brand Studio for Scary Mommy's parent company, Some Spider. "Huggies has been a wonderful partner to us, and we couldn't be prouder of the funny, honest, high-quality show that we put together for moms, especially as a group that includes many moms ourselves. Thanks to Huggies for a great creative partnership."

"This year has been tough for everyone, especially moms who have faced extra challenges during pregnancy, those adjusting to a new baby at home, working from home or even home schooling while parenting simultaneously," says Sarah Inbau, Huggies North America Brand Manager. "As a mom of two young boys, it has been incredibly special to partner with Scary Mommy to create something so relatable for moms during times like these."

"*Up Early Tonight*" is a Some Spider production, presented by Huggies. Executive producers include Kelly M. Sater, Roka Music and Rich Bond, with co-executive producer, Robert King.

## **About Scary Mommy and Some Spider**

Scary Mommy is the number one media and entertainment brand for moms in the U.S. Some Spider is the parent company for Scary Mommy, Fatherly and The Dad. Founded by entrepreneur Vinit Bharara, Some Spider's mission is to empower the 170 million people who identify as parents in the U.S. to lead more fulfilling lives by offering them content driven by creativity, analytical rigor, relentless initiative, humor and kindness. The company is among the top ten largest private digital media companies in the U.S. by revenue, and the

largest in the parenting category by audience across Facebook, Instagram, Snapchat and comScore.

### **About Huggies®**

For more than 40 years, Huggies has been helping parents provide love, care and reassurance to their babies. From developing innovative, everyday products for babies to partnering with NICU nurses to develop a special diapers and wipes line for the most fragile babies, Huggies is dedicated to helping ensure all babies get the care they need to thrive. Huggies is also proud to be the founding sponsor of the National Diaper Bank Network, a nationwide nonprofit dedicated to eliminating diaper need in America since 2011. Huggies is also the founding sponsor of virtual NICU support groups through the national nonprofit Hand to Hold, which helps families before, during and after NICU stays and infant loss by providing powerful resources for the whole family. For more information on product offerings or our community efforts, please visit [Huggies.com](https://www.huggies.com).

### **About Kimberly-Clark**

Kimberly-Clark (NYSE: KMB) and its trusted brands are an indispensable part of life for people in more than 175 countries. Fueled by ingenuity, creativity, and an understanding of people's most essential needs, we create products that help individuals experience more of what's important to them. Our portfolio of brands, including Huggies, Kleenex, Scott, Kotex, Cottonelle, Poise, Depend, Andrex, Pull-Ups, GoodNites, Intimus, Neve, Plenitud, Viva and WypAll, hold the No. 1 or No. 2 share position in 80 countries. We use sustainable practices that support a healthy planet, build stronger communities, and ensure our business thrives for decades to come. To keep up with the latest news and to learn more about the company's 148-year history of innovation, visit [kimberly-clark.com](https://www.kimberly-clark.com).

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