

**FOR IMMEDIATE RELEASE****LG BRINGS BIG PERSONALITIES TOGETHER IN THE KITCHEN  
FOR NEW ‘HOMESTYLE’ CAMPAIGN**

*Alex Rodriguez, Billy Porter, 2 Chainz, Jesse Tyler Ferguson, Molly Sims, Tabitha Brown and  
More Invite Consumers to Share Their Homestyle for Chance to Join the Fun*

**ENGLEWOOD CLIFFS, N.J., Oct. 21, 2020** – In a year that has kept many people apart, **LG Electronics USA** is bringing unexpected personalities together in a new campaign aimed at celebrating the connections made possible at mealtime – and made fun with help from the exclusive new features found in LG kitchen appliances.

Dubbed “**Homestyle**,” the digital series debuts on social media today and follows an eclectic group of famous faces and household names as they join forces – virtually – to create a homemade meal together in their kitchens while showing off their unique styles and recipes – and the LG appliances that make it all possible.

Featuring **Alex Rodriguez, Baddie Winkle, Billy Porter, Jesse Tyler Ferguson, Lauren and Cameron Hamilton, Mindy Weiss, Molly Sims, Tabitha Brown, Topsy Bartender, and 2 Chainz**, the two-part series brings these new culinary friends together in a shared virtual cooking experience to show off their individual “Homestyle” using LG kitchen appliances. The “LG Homestyle Squad” shares cooking tips and recipes, and even passes ingredients to one another with the help of the magical knock-on technology in **LG InstaView® refrigerators** and **ranges**.

With each virtual connection, the kitchen crew reminds viewers that people can still “get together” to enjoy mealtime at home and even create new traditions this upcoming holiday season. And to encourage others to join in the fun, LG is inviting consumers to share their favorite homestyle recipe on social media for a chance to win a virtual hangout with their favorite Homestyle celebrity.<sup>1</sup>

The first episode opens with Alex Rodriguez, Billy Porter, 2 Chainz, Baddie Winkle and Mindy Weiss teaming up to create a homestyle meal from start to finish, highlighting some of their

favorite recipes along the way. **A-Rod and his daughters score with “Crispy Chicharrones de Pollo”** made healthy for a crowd using the Air Fry feature on their **LG InstaView Range**, while **Billy Porter poses with his “Homestyle Texas Margarita”** featuring **exclusive slow-melting LG Craft Ice™** spheres made automatically in his **LG InstaView™ refrigerator**. Combined with **signature turkey burgers from 2 Chainz** and **BaddieWinkle’s famous farm fresh blackberry pie made in their LG convection ovens**, the ensemble teaches each other a few tricks. Even event planner extraordinaire Mindy Weiss helps – setting the perfect table with virtually spotless glasses thanks to her **LG QuadWash™ dishwasher with TrueSteam®**.

In the second episode, debuting in November, Jesse Tyler Ferguson, Molly Sims, Tabitha Brown, Lauren and Cameron Hamilton, and Tippy Bartender share their holiday homestyles.

“Holiday meals and celebrations are going to look different this year,” noted Peggy Ang, head of marketing at LG Electronics USA. “With our Homestyle campaign, we aim to inspire people to find new ways to have fun at mealtime and to show them how easy it can be with the right appliances. With a fun, light-hearted approach, the content reminds us to enjoy life’s good moments together – whether it’s small gatherings at home or apart this holiday season.”

As part of the campaign, LG is supporting Meals on Wheels by providing 5,000 meals and friendly visits to seniors across the country this season.

## **The Best Features to Entertain in Style**

When it comes to spicing things up in the kitchen, LG appliances make it easy with a modern, sleek design and innovative features that stand out from the rest.

### **Elevate Any Drink with LG InstaView Refrigerators featuring Craft Ice**

The first to make slow-melting, round ice automatically (no need for messy ice molds), **LG refrigerators with Craft Ice** elevate any drink – from coffee to cocktails. With LG’s popular **InstaView feature**, simply knock twice on the glass panel to illuminate the interior and see inside so you can choose favorites without opening the door. The Full-Convert drawer feature (models **LRMVS3006** and **LRMVC230**) offers five temperature settings for whatever you

have cooking: Chilled Wine (41°), Deli/Snacks (37°), Cold Drinks (33°), Meat/Seafood (29°), and Freeze (-7°). With 19 models in different configurations and finishes, consumers can find the right LG refrigerator to fit their homestyle.

### **Crispy Flavor for a Crowd with LG InstaView Ranges with Air Fry**

New party trick: knock twice on the new InstaView window to see what's cooking without opening the door. The new **LG InstaView ranges** light up with two quick knocks so users can check cooking progress without opening the door or reaching over a hot cooktop to flip a switch. Plus, built-in Air Fry makes fries, wings and more in a flash with crispy flavor that feeds a crowd. Perfect for families spending more time cooking at home, **LG ranges with Air Fry** technology deliver quick, satisfying comfort foods without the extra oil and guilt. Unlike smaller countertop air fryers, Air Fry is built into the large capacity oven for the flexibility to feed a crowd. And with no preheating, spend less time waiting and more time enjoying meals with loved ones.

### **A Great Meal Starts and Ends with LG Dishwashers with TrueSteam**

Set the perfect table with the power of steam and four multi-motion spray arms that deliver sparkling dishes and glassware with 60 percent less water spots.<sup>2</sup> With **LG QuadWash dishwashers with TrueSteam**, get dishes clean the first time so it's ready for the next time. Only LG dishwashers offer two separate blasts of real steam for better cleaning and drying. And LG's exclusive **QuadWash technology** uses four powerful spray arms instead of the standard two for clean you can count on – no need to prewash or rewash dishes by hand. Plus, all LG dishwashers are certified to sanitize<sup>3</sup> so you can clean with confidence.

### **Share YOUR Homestyle for the Win**

To watch the video and learn more about the campaign, visit [www.lghomestyle.com](http://www.lghomestyle.com). And for a chance to win a virtual hangout your favorite member of the Homestyle Squad, share your recipe on Facebook, Instagram, TikTok or Twitter with #LGHomestyleSweepstakes, tag @lgusa (or @lgus on Twitter), tag your favorite celeb and you're entered to win. Entries collected Oct. 21 – Nov. 25.

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<sup>1</sup> For sweepstakes rules and qualifications, visit [www.lghomestyle.com](http://www.lghomestyle.com).

<sup>2</sup> Percent in water spot reduction compared to comparable LG non-steam dishwasher on delicate wash cycle. Results may vary by model. Results based on testing with LG LDF7774ST.

<sup>3</sup> LG TrueSteam® dishwashers certified by NSF achieve a minimum 99.999 percent reduction of bacteria when operated on the Steam cycle.

### **About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$53 billion global innovator in technology and manufacturing. In the United States, LG’s focus on Innovation for a Better Life is exemplified by a wide range of innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems, solar energy solutions and vehicle components. The “Life’s Good” marketing theme encompasses how LG is dedicated to people’s happiness by exceeding expectations today and tomorrow. LG is a 2020 ENERGY STAR® Partner of the Year-Sustained Excellence. [www.LG.com](http://www.LG.com).

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