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**FOR IMMEDIATE RELEASE**

**THIS OLD HOUSE SOCIAL CHANNELS HONORED IN 25TH WEBBY AWARDS**

**This Old House’s social media efforts honored in the 2021 Webby Awards for Best Overall Social Presence - Brand, Social.**

**STAMFORD, CT— April 23, 2021 –**This Old House, in partnership with [Yellow House Creative™ Consulting LLC](https://www.yellowhouseconsulting.com/), has been named a [2021 Webby Award honoree](https://vote.webbyawards.com/PublicVoting#/2021/social/features/best-overall-social-presence-brand) for Best Overall Social Presence - Brand, Social.

The 25th Webby Awards, presented by the International Academy of Digital Arts and Sciences (IADAS), is the leading international awards organization honoring excellence on the Internet.

Central to the social media strategy of This Old House has been to empower its talented experts and staff to share authentic content directly with fans. In the last two years, This Old House’s social media channels have seen massive growth.

The This Old House Facebook account has doubled in followers and increased engagement by 10X. The brand also launched a new TikTok channel and helped establish strong Instagram followings for its 10 talented experts.

**Highlights from the past year include:**

* Successfully utilizing fan-generated content during the beginning of the pandemic to gain engagement and cultivate a strong, social community.
* Fulfilling a fan’s dream of having Tommy create an engagement ring for a memorable marriage proposal.
* A Groundhog’s Day-themed video that brought our fans some laughs during uncertain times.
* working on his own projects or helping others as part of the Kids Making It Woodworking Program, which he joined at age 12.

### **About This Old House**

### This Old House is a leading multi-platform home enthusiast brand, serving over 20 million consumers each month with trusted information and expert advice. This Old House connects with audiences through its Emmy award-winning television shows This Old House and Ask This Old House, its highly regarded This Old House magazine and its inspiration and information-driven digital properties, including ThisOldHouse.com, streaming app, free ad-supported streaming channels, podcasts (Clearstory and Ask This Old House), social platforms, popular YouTube channel, and Insider subscription club. This Old House and Ask This Old House are presented on PBS by WETA Washington, DC. National underwriting for This Old House is provided by The Home Depot, GMC, Gorilla Glue, Marvin, HomeAdvisor, Schneider Electric, Kubota and Louisiana-Pacific Corporation. This Old House Ventures, LLC is a Roku (NASDAQ: ROKU) company.

### **About Roku, Inc.**

### Roku pioneered streaming to the TV. We connect users to the streaming content they love, enable content publishers to build and monetize large audiences, and provide advertisers with unique capabilities to engage consumers. Roku streaming players and TV-related audio devices are available in the U.S. and in select countries through direct retail sales and licensing arrangements with service operators. Roku TV™ models are available in the U.S. and in select countries through licensing arrangements with TV brands. Roku is headquartered in San Jose, Calif. U.S.A.

### **About Yellow House Creative™**

### [Yellow House Creative](https://www.yellowhouseconsulting.com/)™, founded in 2014 by Sarai Nuñez and Jessica Van Sack-Downey, is an award-winning social media and digital agency that helps brands grow. Powered by seven women in Boston and Miami, Yellow House combines messaging, art, advertising, and tech to produce personalized strategies for each client. Yellow House specializes in industries such as home improvement, multifamily real estate, retail, television, and more.

### **About The Webby Awards**

### Hailed as the “Internet’s highest honor” by The New York Times, [The Webby Awards](https://www.yellowhouseconsulting.com/) is the leading international awards organization honoring excellence on the Internet, including websites and Mobile Sites, Video, Advertising, Media & PR, Apps and Software, Social, Podcasts, Games, and Virtual & Remotes. Established in 1996, this year’s Webby Awards received nearly 13,500 entries from all 50 states and 70 countries worldwide. The Webby Awards are presented by the International Academy of Digital Arts and Sciences (IADAS). Sponsors and Partners of The Webby Awards include: WP Engine, Marketerhire, Brandlive, Slack, YouGov, BASIC, KPMG, Wall Street Journal, AIGA, Podcast Movement, Fast Company, and Social Media Week.

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