

R. Couri Hay • Creative Public Relations
143 West 81st Street • New York City 10024
Tel: 212-580-0835 • e-mail: rcourihay@aol.com

May 24, 2009



A peachy new show for Plum

BY ROSEMARY OLANDER
rosemary.olander@newsday.com

Beginning this weekend, there will be a plum way to start your day if you happen to be in Sag Harbor.

"Morning, Noon and Night," a new show from Plum TV (Ch. 18 on Cablevision on the East End), will be broadcasting live from the windmill in town at 9 a.m. on Saturday and Sunday. It debuted Saturday and will air through Labor Day.

The show is hosted by Alison Chace, a longtime Plum TV reporter, and channel executives hope to entice viewers to its open set with free coffee and fresh-baked pastries, and a shot at the inside track for the Hamptons.

"The show will dive into the local scene and welcomes the locals and visitors down to the set... to be a part of the live show," Chace said. "It will be your weekend look at what's happening in the Hamptons."

Chace, 40, who splits her time between Manhattan and either Quogue (in winter) or Southampton (in peak season), said "Morning, Noon and Night" will be "less like a talk show than a gathering," mixing celebrities and performers with regular folks. Among the guests for the debut weekend are Jonatha Brooke, a folk-rock musician, and clothing designer Lisa Perry.

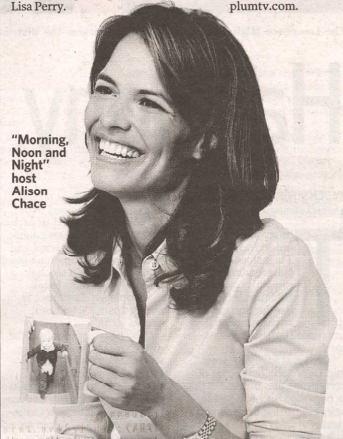
"For example, Lisa Perry will be showing the five perfect pairs of white pants, all shopped from Hamptons stores," Chace said.

The show will also include a weekly surf report from Flying Point Surf School and a weekly fishing report from Jack Yet, a fisherman from Montauk, Chace said. And it will give advice on kid-friendly family outings and insider tips.

"We have a whole series of shows we'll have with people in film business, about what the Hamptons means to that person," Chace said. "We'll ask, 'Where do you get your coffee? Where do you do your yoga? What to you do with your kids? Where do you take your dogs? How do you relax?' Letting us get to know them in terms of their relationship with the Hamptons."

The show will go on, rain or shine, Chace said. "If it rains, we'll be out there under some umbrellas," she said. "Plum does this very well in Aspen and Vail—if there's a huge snow dump, they're out there, and so will we be."

For the first weekend, mimosa, coffee and pastries will be provided by Andrea Corrales of Elegant Affairs caterers. Those who can't make it to the Sag Harbor set will have to forgo those goodies, but they can still catch clips of "Morning, Noon and Night" at plumtv.com.



"Morning, Noon and Night" host Alison Chace