## ITV1 and ITVX's My Mum, Your Dad returns for second series in 2024

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## Reality

## ITV1 and ITVX's My Mum, Your Dad returns for second series in 2024 Casting now underway for returning series

ITV1 and ITVX today confirms the critically-acclaimed romance show My Mum, Your Dad will return to screens in 2024, with casting now open to applicants.

Produced by Lifted Entertainment, part of ITV Studios, the smash-hit series sees grown-up kids nominate their single parents to head into a luxury country retreat in the hope of finding love later in life.

Dubbed "heartwarming", "hilarious" and with "cross-generational appeal" by critics, the debut series was ITV's biggest new peak-time entertainment format, attracting an average audience of more than 2m on all devices\*. Fronted by

Davina McCall, the first series regularly trended as the number one streamed programme on ITVX.

Once again the grown-up kids return to the surveillance room, dubbed the 'Bunker', where they are entrusted with the fate of their single parents as they search for love in the retreat. Watching along, there will be some new twists along the way as they get a front row seat to how their parents fare in their bid to make a romantic connection. And, at the end, they'll ultimately decide if they give their blessing to any potential matches.

Casting is now open for grown-up kids to nominate their single parents via www.itv.com/beontv.

My Mum, Your Dad is produced by Lifted Entertainment, part of ITV Studios. It was commissioned for ITV by Director of Reality Commissioning Paul Mortimer and Commissioning Editor of Reality TV Amanda Stavri.

Paul Mortimer, ITV Director of Reality and Acquisitions commented:

"The positive reaction to series one was unprecedented in my experience. From widower Roger finding new love, to the grown-up kids cringing in the secret Bunker as their parents dusted down their dating moves, this was a fresh and welcome take on TV matchmaking. I'm so pleased to be able to once again open the retreat to more single parents in 2024."

Richard Cowles, Managing Director of Lifted Entertainment, said:

"The heartfelt reaction to this show was incredible and we are absolutely delighted that ITV are bringing it back for another series. There was real joy in watching the amazing relationships between the grown-up kids and their parents; they cried as their parents' vulnerabilities showed and cringed as new connections and dates played out. My Mum, Your Dad has heart, warmth and laughs in every show and that really resonated with viewers. With casting now open, we can't wait to find a new bunch of single parents looking for love."

My Mum, Your Dad was created by father and daughter Haley and Greg Daniels.

ITV Studios handles international distribution of the format which has now been commissioned in 10 territories, including the US, Sweden, Germany, France, New Zealand and Australia, where it has also returned for a second series.

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\*Based on 7-day consolidated viewing figures

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