

ITV Daytime marks the countdown to Christmas with additional festive episodes and brand new promo

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[Daytime](#), [Video](#)

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Marking the official countdown to Christmas on ITV Daytime, it is today announced that for the third consecutive year Good Morning Britain, Lorraine and This Morning will be on air for Christmas Day morning specials. In addition, for the first time this year, This Morning and Loose Women will be on air throughout the Christmas period from Wednesday 28th - Friday 30th December, alongside GMB and Lorraine.

Today also sees the launch of ITV Daytime's brand new Christmas promo and the new set designs begin to be unveiled on air too.

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