



28th November 2022

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ITV DAYTIME MARKS THE COUNTDOWN TO CHRISTMAS WITH ADDITIONAL FESTIVE EPISODES AND BRAND NEW PROMO



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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.

Produced by the ITV Daytime in-house creative team together with ITV Daytime design, the exclusive Christmas ad premiered during today's *Good Morning Britain* and features some of each shows' most familiar hosts within a 3D animated snow globe setting - including *GMB*'s **Susanna Reid, Ben Shephard, Kate Garraway, Ranvir Singh, Richard Arnold, Charlotte Hawkins, Andi Peters** and **Laura Tobin**. As well as **Lorraine Kelly**, plus *This Morning*'s **Holly Willoughby, Phillip Schofield, Alison Hammond** and **Dermot O'Leary**. And for *Loose Women* there's **Coleen Nolan, Kaye Adams, Linda Robson, Dame Kelly Holmes, Judi Love, Jane Moore, Christine Lampard** and **Kelle Bryan**. The ad sees some of the presenters exchanging Christmas gifts and ends with the tagline, "Wake up the happiness this Christmas on ITV Daytime". The accompanying music track is, 'Shake Up Christmas' by Train.

Emma Gormley, Managing Director ITV Daytime said: *"It wouldn't be Christmas at ITV Daytime without the return of our Christmas Day special shows from Good Morning Britain, Lorraine and This Morning - all returning this Christmas morning for a third consecutive year.*

"Also for the first time, This Morning and Loose Women will be on air throughout the Christmas period, alongside GMB and Lorraine, keeping viewers company this festive period."

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