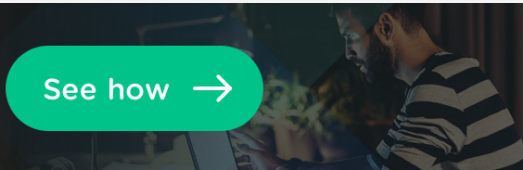




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Hulu's Small Business Revolution: A makeover show with a whole lot of heart



by Victoria Davis 2 weeks ago [Follow @victoriadavid](#)

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The Deluxe Corporation just launched season three of their new business makeover show on Hulu. We interviewed Ty Pennington and Amanda Brinkman about how they've made American hearts grow a little bigger from tiny town charm.

From beauty shops to music studios, from Irish pubs to bait and tackle, Alton, Illinois is getting its own extreme makeover...business edition. *Small Business Revolution* co-hosts, and Deluxe Corp. Chief Brand and Communications Officer, Amanda Brinkman has already helped revitalize small businesses in both Wabash, Indiana and Borough, Pennsylvania. Now, in season three,

Extreme Makeover Home Edition's Ty Pennington is also joining the movement, hoping to not only grow these six chosen businesses, but also spread some love throughout Alton.

"Let's face it, small towns in America could use a little love," said Pennington. "Positive change is what this show really is all about...I sort of like to think [season three] it's the best one yet but, then again, who am I to judge?"



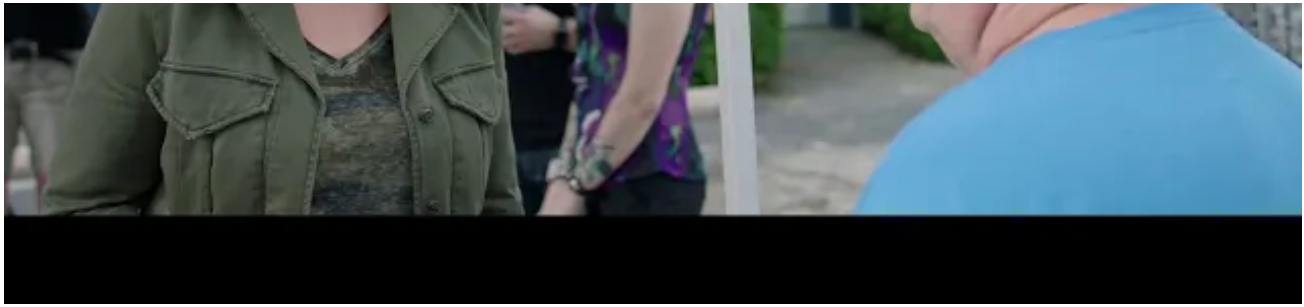
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Brinkman spearheaded Small Business Revolution in 2015 as part of Deluxe's 100th Anniversary celebration, profiling 100 small businesses across the United States in photo and video essays. The series also included a documentary film, featuring Brinkman and *Shark Tank's* Robert Herjavec, which showcased how small businesses are both the lifeblood and backbone of America's growing economy. In 2016, the team went one step further, hightailing it to Wabash with \$500,000 to help makeover the town's core small businesses.

"I was just really moved by how many people wanted to be a part of it," said Brinkman of Small Business Revolution. "This is really goodness at its core. From a Delux Corporation perspective, we want to reach more small businesses...but this is a better way to reach them. We are going out and working alongside them rather than just talking to them."





With a population of nearly 30,000 people, Alton is the largest town the Small Business Revolution team has tackled yet and, because of its wider expanse, there were over 200 small business applications, making it an even more challenging process to narrow down a group of only six. But despite daunting logistics, Brinkman and Pennington both say that it's the core authenticity of the show's message that ensures its success.

"The show, and the movement around the show, is one part bringing people into your town and drawing a spotlight on these towns that we're not familiar with, but it's also about motivating and inspiring the residents of those communities to support the small businesses within their town," said Brinkman. "You need both things in order for the businesses and then the town to thrive."

Pennington adds, "When the town also realizes this is a possibility and they're screaming because they've been selected, that energy is how this gets done. That's what I love about it. That anything-is-possible feeling."

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Having spent roughly eight years on Extreme Makeover and Trading Spaces, Pennington has been well versed in the business of changing lives, one makeover at a time. He says he still remembers the family's ecstatic faces and uncontrollable screams as they rush outside to see Ty, the large bus and the building crew. That same excitement radiates from each community member when their town is chosen by Brinkman and her team and it's one of the reasons Pennington wanted to be a part of it all.

"And it's on a bigger scale. You're not just helping one family, you're helping many families and that's what makes this an even bigger transformation," said Pennington. "It's so important in

these small towns to have these successful businesses because when the businesses fail, the town fails...A lot of people forget that there's so many little small towns all across America that have such style, such personality, such cool people, and this show shines a light on that and tries to make all of that succeed."

This personable aspect of the show is not only something Brinkman and Pennington wanted to showcase during the show, but also valued when the cameras weren't rolling.

"We still stay in touch with people from season one and from season two...and not just with the businesses, but community residents," said Brinkman. "We hear from them often about how well they're doing and we truly care about them. This is not a show to be a show. This happens to be a show because this is how we can help bring this change and positivity to more people than just the town we're effecting. This is real life playing out on-screen."

Pennington adds, "You become part of the town for the time you're there and it's awesome because they welcome you with open arms. The connections you build doing shows where you really are transforming lives is one of those things that never leaves you."

Even though only one town can be a finalist, everyone is encouraged to nominate their town. During the stages of selection, Brinkman and her team visit the towns, host rallies and get the communities excited about their small business sectors.

"It's a whole lot of goodness," said Brinkman. "This is really a makeover show with heart, and we are doing this because we believe in small businesses, we believe that they are vital to small town success."

NEXT: Jenelle Evans says the wait is almost over for her new business

To nominate the next town today, visit the Small Business Revolution [website](#). And be sure to stream Small Business Revolution seasons one through three on Hulu.

"Why not remake America with every small town, and eventually we'll do the entire continent," said Pennington. "It's an awesome thing to be part of."

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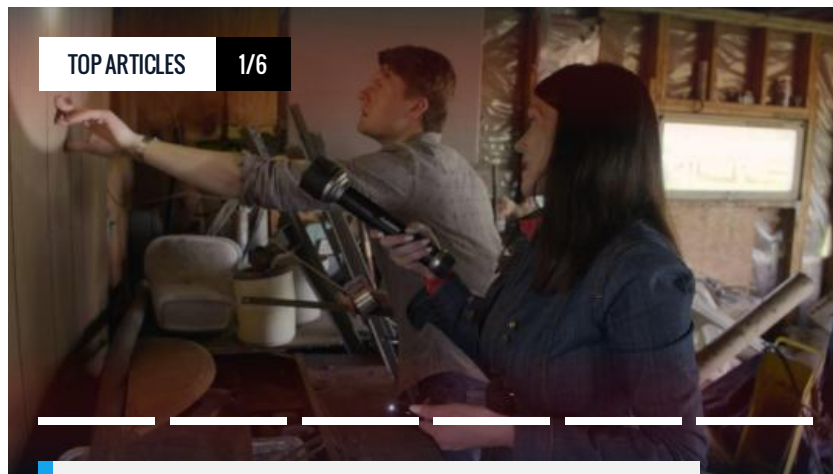
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***Castle Rock* released on Hulu over the summer, but it'll be available in 4k, Blu-Ray and DVD. We have the details for you!**

Castle Rock is one of the latest Stephen King adaptations and the second to be a Hulu Original. The series *11/22/63* came first, but if you don't have Hulu, you can still watch *Castle Rock* soon. Digital copies of *Castle Rock* will be available from Bad Robot Productions in association with Warner Bros. Television on October 15, 2018.

However, if you prefer physical copies, there's no need to worry. The show will also be available on 4K Ultra HD™ (\$44.98), Blu-ray™ (\$29.98) and DVD (\$24.98) on January 8, 2019. You will have to wait a little longer, but if you aren't a Hulu subscriber, the wait might be worth it. Digital copies will come with both the 4K and Blu-ray releases.



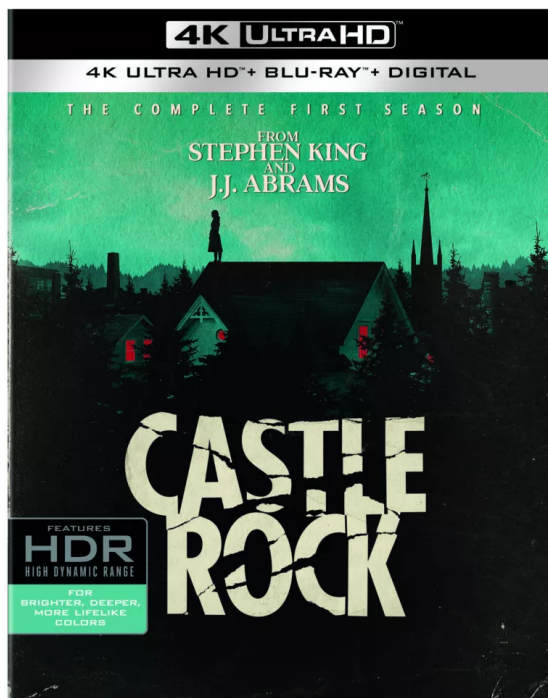
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In addition to the ten episodes, there is plenty of bonus content to dive into. Take a look at the full list of what will be included, below:



- Blood on the Page (New Featurette)
- A Clockwork of Horror: Merging the styles of Stephen King & J.J. Abrams (New Featurette)
- Inside the Episode: Severance
- Inside the Episode: Habeas Corpus
- Inside the Episode Local Color
- Inside the Episode: The Box
- Inside the Episode: Harvest
- Inside the Episode: Filter
- Inside the Episode: The Queen
- Inside the Episode: Past Perfect
- Inside the Episode: Henry Dever
- Inside the Episode: Romans

The digital copy will also have new footage that we haven't seen before. It'll be available in HD (\$24.99) and SD (\$18.99). The 4K Ultra HD release will include both the Blu-ray and digital copies, as well.

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NEXT: A conversation on that cockadoodie Castle Rock finale

For the hardcore Stephen King fans, the physical copy is likely worth the wait. If you have the ability to watch in 4K, then you'll absolutely want to pick up that copy once it arrives.

Castle Rock is now streaming on Hulu. Buy it on 4K Ultra HD, Blu-ray and DVD on January 8, 2019.

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