

## **CNBC MAKE IT AND BUSTLE PARTNER FOR CO-PRODUCTION OF DIGITAL VIDEO SERIES “YOUNG MONEY”**

*Series Featuring Comedian Akilah Hughes Helps Viewers Combat Awkward Financial Situations*

**ENGLEWOOD CLIFFS, NJ AND NEW YORK, NY – September 20, 2017** – CNBC Make It and Bustle today announced the launch of “Young Money,” a digital video series featuring comedian Akilah Hughes that helps viewers navigate the rough waters of awkward financial moments. The series takes viewers inside every day relatable scenarios – from dealing with a frugal roommate to splitting the check with friends to when you should say no to DIY projects – and shows them how best to handle an uncomfortable situation.

Episodes in the series launch include:

- **“Young Money: Cheap Roommates and How to Deal”**: Have a roommate that tries to nickel and dime you when the rent check is due? This episode of “Young Money” offers viewers a few tips that can help navigate the hard conversations – or potentially avoid them from the beginning – and stay friends.
- **“Young Money: How to Split the Check with Friends”**: Low on cash but still want to go out to dinner with friends? This episode of “Young Money” gives viewers some pointers on how to properly communicate your cash flow issues without feeling embarrassed.
- **“Young Money: DIY or DI-Why Bother?”**: Trying to save some dough by doing it yourself? This episode of “Young Money” advises viewers that knowing your budget and limit is key when deciding to involve a professional or take on the task first hand.

“Teaming up with Bustle to co-produce ‘Young Money’ was a no-brainer,” said Jenna Goudreau, CNBC Make It Managing Editor. “The partnership allows us to serve our audiences by offering actionable information on important personal finance topics with a fun twist.”

“Bustle delivers smart, relatable financial content to millennial women and we're thrilled to work alongside CNBC Make It to further expand into the space,” said Lindsay Mannering, Vice President, Editorial Strategy at Bustle Digital Group. “CNBC’s expertise in financial business news makes them the ideal partner for this series; we’re excited for both of our audiences to experience this collaboration.”

The full “Young Money” video series as well as articles related to each video are available at <https://www.cnbc.com/young-money/> and <https://www.bustle.com/young-money> as well as CNBC Make It and Bustle Facebook pages.

###

### **About CNBC Make It:**

CNBC Make It focuses on making you smarter about how you earn, save and spend your money, zeroing in on careers, entrepreneurship and personal finance. Make It is the fastest-growing section of CNBC.com and delivers must-read content for people, particularly young professionals just starting their careers, who want to lead more successful financial lives.

### **About Bustle Digital Group:**

Bustle Digital Group is the premier destination for millennial women. The publisher's collective properties, Bustle, Romper and Elite Daily, have a global reach of 80 million monthly uniques, and a social footprint that is amongst the largest in digital media. Bustle Digital Group's voice places an emphasis on authenticity, inclusivity, positivity, and empowerment. Bustle Digital Group is headquartered in New York City and works with creators from across the nation who speak to the issues and stories that matter most to women.

### **About CNBC:**

With CNBC in the U.S., CNBC in Asia Pacific, CNBC in Europe, Middle East and Africa, and CNBC World, CNBC is the recognized world leader in business news and provides real-time financial market coverage and business information to more than 385 million homes worldwide, including more than 94 million households in the United States and Canada. CNBC also provides daily business updates to 400 million households across China. The network's 15 live hours a day of business programming in North America (weekdays from 4:00 a.m. - 7:00 p.m. ET) is produced at CNBC's global headquarters in Englewood Cliffs, N.J., and includes reports from CNBC News bureaus worldwide. CNBC at night features a mix of new reality programming, CNBC's highly successful series produced exclusively for CNBC and a number of distinctive in-house documentaries.

CNBC also has a vast portfolio of digital products which deliver real-time financial market news and information across a variety of platforms including: CNBC.com; CNBC PRO, the premium, integrated desktop/mobile service that provides live access to CNBC programming, exclusive video content and global market data and analysis; a suite of CNBC mobile products including the CNBC Apps for iOS, Android and Windows devices; and additional products such as the CNBC App for the Apple Watch and Apple TV.

Members of the media can receive more information about CNBC and its programming on the NBCUniversal Media Village Web site at <http://www.nbcumv.com/programming/cnbc>.

For more information about NBCUniversal, please visit <http://www.NBCUniversal.com>.

For more information contact:

### **CNBC**

Erin Kitzie

201-735-4739

Erin.Kitzie@nbcuni.com

### **Bustle Digital Group**

Lindsey Green

646-239-0852

Lindsey@bustle.com