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Exclusive: Scripps Stars to Tout Disney In 'Best Places' Special

Hosts from six networks will share memories on Travel Channel

By Jon Lafayette -- Broadcasting & Cable, 1/28/2011 4:00:00 AM

A show all about Disney vacations, sponsored by Disney, will air in primetime next month-but not on the Disney Channel, or any other network owned by the Walt Disney Co.

Best Places I've Ever Been: Disney Memories will premiere Feb. 12 at 8 p.m. on Travel Channel, acquired from Cox Communications by Scripps Networks Interactive in 2009. For the first time ever, a Scripps show will feature hosts from all six of the company's cable networks. Each of them will talk about their favorite Disney travel memories, both during the program and in individual promos for the show that will appear on their respective networks.

Food Network's Melissa d'Arabian recalls the day her 4-year-old daughter saw Cinderella's Castle, and DIY's Matt Blashaw talks about his honeymoon on a Disney cruise. Also participating are HGTV's David Bromstad, GAC's Nan Kelly, Cooking Channel's Roger Mooking and Travel's Samantha Brown. Each promo notes the special is sponsored by Disney Parks.

The show also is a good fit with Disney's "Let the Memories Begin" slogan for both its theme parks and cruise ships. Disney gets testimonials from Scripps hosts, who "bring their integrity and authority to the project," Regis notes. At the same time, those hosts are sharing personal moments, often involving their families. "That's pretty cool, to further the relationship with our talent and the viewers," he says.