

Chip and Joanna Gaines to Launch New Network, 'Magnolia,' in October 2020

Home improvement duo Chip and Joanna Gaines will launch their new network, "Magnolia," on Oct. 4, 2020.

The Gaineses, who will act as COOs, will call their network "Magnolia," after the home brand. Magnolia will replace Discovery's DIY network.

Chip Gaines said that he and Joanna want their network to encourage viewers. "Our intention with this network is to create and curate content that inspires, encourages and helps to build bridges across our communities. We want honest, authentic programming that brings families together," Chip said.

Discovery's CEO and president, David Zaslav, shared his thoughts on Chip and Joanna's value-add: "We think Chip and Jo represent the values that America is looking for."

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