

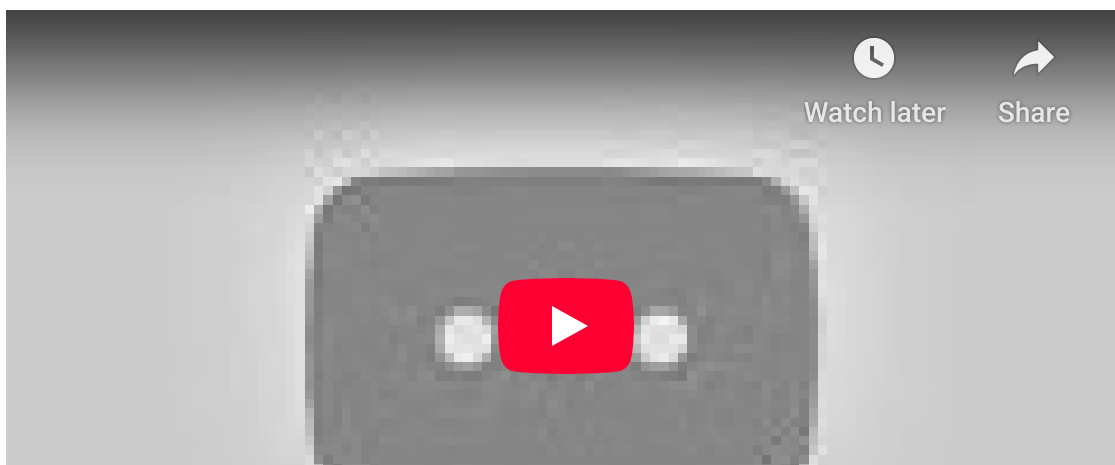
NEWS RELEASE

Chili's® and Lifetime® Create a New Holiday Classic with the Television Event "I'll be Home for National Margarita Day" Starring Maria Menounos and Taye Diggs

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Guests will also be able to celebrate National Margarita Day on Feb. 22 at participating Chili's locations nationwide with a \$5 Tequila Trifecta

DALLAS, Feb. 12, 2025 /PRNewswire/ -- The feel-good romance that margarita fans didn't know they needed is headed to Lifetime this National Margarita Day. Selling more margaritas than any restaurant brand in the U.S., including over 25 million margaritas in 2024 alone, **Chili's® Grill & Bar** is celebrating its favorite cocktail and holiday by partnering with the holiday romance experts for the Lifetime Television Event, I'll be Home for National Margarita Day.



Watch on  YouTube

"As the margarita experts, National Margarita Day is the most important holiday of the year at Chili's, but we were all surprised that no feel-good stories have been made around this incredible holiday," said George Felix, Chili's Chief Marketing Officer. "Lifetime is known for its beloved, iconic holiday programs, so there is no better partner to finally give National Margarita Day the attention it deserves. What better way to celebrate than with the holiday's biggest television event and Chili's signature margaritas."

Premiering on Lifetime on Wednesday, Feb. 19 at 10pm ET, margaritas aren't the only thing being shaken up in Ferguson Falls, a small town where National Margarita Day is the biggest event of the year, with Chili's at the heart of the festivities. The 15-minute original television event tells the story of Liz (Maria Menounos) and Sam (Taye Diggs), former love interests who are reunited at the local Chili's when Liz returns to her hometown, desperate to escape the big city's overpriced margaritas. Everything seems perfect until a big-city developer's plans to build condos threatens to ruin the town's National Margarita Day traditions. Liz and Sam must work together to stop the developer and save National Margarita Day, rekindling their relationship in the process. Additional cast include Judy Kain, Craig Kolkebeck and Keven Undergaro.

"A few of my friends call me 'Margamarita,' and my husband and I are known frequenters of our hometown Chili's, so this was the role of a lifetime bringing the fandom of Chili's iconic margaritas to the silver screen," said Menounos, who also serves as executive producer on the project.

"I had an absolute blast working on I'll be Home for National Margarita Day with Chili's and Lifetime. They really brought the spirit of the holiday – a celebration spent with your favorite margarita and favorite people – to life," said Diggs.

Following its premiere on Feb. 19 on Lifetime, the full 15-minute I'll be Home for National Margarita Day event will air again on Lifetime in celebration of the holiday (Feb. 22) at 2pm ET and will be available for streaming on [mylifetime.com](https://www.mylifetime.com), the Lifetime app, YouTube, social and VOD platforms starting Feb. 20 for a limited time.

"Bringing together the best of what both Lifetime and Chili's bring to their customers was a fun challenge, which both teams embraced fully," said David DeSocio, EVP, Ad Sales Marketing and Partnerships at A+E. "Lifetime is a leader in creating stories that celebrate and amplify the holiday spirit, and Chili's is the expert on what brings people together over the perfect margarita. Working together, we have created an unexpected, heartwarming multiplatform tribute to an underappreciated holiday...National Margarita Day!"

Chili's is also giving fans everywhere the chance to join the National Margarita Day celebration with in-restaurant drink specials and exclusive merch, including the below, alongside always-available favorites, such as the Casamigos Margarita:

- \$5 Tequila Trifecta: A top-shelf blend made with el Jimador® Silver Tequila, 1800® Reposado, and Jose Cuervo® Gold, perfectly shaken with triple sec and house-made sour – only \$5 on Feb. 22 at participating locations.
- \$6 StrawEddy Margarita of the Month: Available all February (at participating locations), this refreshing and fruity favorite combines Deep Eddy® Lemon Vodka, Lunazul Blanco® Tequila, strawberry puree and house-made sour.
- Margarita Merch: Dress like Taye Diggs with a "Marg Sweet Marg" T-shirt (\$30) or cozy up in a "Marg Mama" sweater (\$65), both featured in the story and available alongside an oversized "Margs" crewneck (\$45) – all available now at welcometochilis.com.

To learn more, check out the trailer [here](#), shop the merch at welcometochilis.com or visit chilis.com.

About Chili's® Grill & Bar

Hi, welcome to Chili's! We are a leader in the casual dining industry and the flagship brand of Dallas-based Brinker International, Inc. (NYSE: EAT). We are known for our Big Mouth Burgers®, Chicken Crispers®, full-on sizzling fajitas, and hand-shaken margaritas. We take our food seriously – but not ourselves – because dining out should feel like a celebration even if there is nothing to celebrate. Our passion is making everyone feel special, and every day, our ChiliHeads make it their job to spread #ChilisLove across almost 1,600 restaurants in 27 countries and 2 territories. And Chili's cares. We host local Give Back Events to support kids, education, and hunger and have raised more than \$110 million benefiting St. Jude Children's Research Hospital through generous guest donations. Find more information about us at chilis.com, follow us on [X](#) or [Instagram](#), like us on [Facebook](#), or join us on [TikTok](#).

About A+E Networks

A+E Networks® is a global content company comprised of some of the most popular and culturally relevant brands in media, including A&E®, Lifetime®, The HISTORY® Channel, LMN®, FYI®, and VICE TV®. A+E Networks' portfolio extends across platforms and genres with a scripted production division, A+E Studios™; unscripted productions, A+E Factual Studio™; and independent film unit, A&E IndieFilms®. A+E Networks Digital™ includes watch apps, games, FAST channels, AVOD, and SVOD products Crime 360; Lifetime Movie Club® and HISTORY Vault®; and podcasts such as History This Week™; and A+E Networks Global Content Sales division which includes branded channels around the world; a robust content licensing business; and international scripted/unscripted co-productions. A+E Networks' content reaches more than 414 million households in 200 territories in 40 languages. A+E Networks is a joint venture of Disney-ABC Television Group and Hearst. Follow us on Twitter at

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About Lifetime

Celebrating over 40 years of entertaining audiences, Lifetime is a premier entertainment destination for women dedicated to offering the highest quality original programming spanning award-winning movies, high-quality limited series and breakout non-fiction series and documentaries. Lifetime has an impressive legacy in public affairs, bringing attention to social issues that women care about with initiatives such as the long-running Stop Breast Cancer for Life, Stop Violence Against Women, and Broader Focus, a major global initiative dedicated to supporting and hiring female directors, writers and producers, including women of color, to make its content. Lifetime Television[®], LMN[®], Lifetime Real Women[®] and Lifetime Digital[™] are part of Lifetime Entertainment Services, LLC, a subsidiary of A+E Networks. A+E Networks is a joint venture of the Disney-ABC Television Group and Hearst Corporation.

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