**ABC Family to Be Renamed 'Freeform'**

The network will be rechristened Freeform in January as part of the company's strategy to zero in on what it calls "becomers," or 14-to-34 year-olds who are in the life stages of firsts, everything from their first kiss to their first kid. Tom Ascheim, president of ABC Family, said "Our core audience expects to be just as much a producer as a consumer and the name invites participation," he said.

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<http://adage.com/article/media/abc-family-renamed-freeform/300762/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1444775790>