



## Press Release

### **DALLAS: MONDAYS TO THURSDAYS AT 10.30AM**

#### **A BLAST FROM THE PAST**

Call it retro nirvana, but after all these years, Dallas is returning. From Monday 8 May, it will be screened on e.tv, Mondays to Thursdays at 10.30am. Yes, the deliciously soapy tale of oil thug J.R. Ewing and the rest of his extraordinary family is back on the small screen. In fact, over the years Dallas has turned into a small screen cult with a following hungry for the nostalgia that it evokes.

It was one of the world's longest-running prime-time television soap operas, concentrating on the Ewings, a wealthy Texas oil family. According to the website Wikipedia, it aired for 14 seasons on the CBS network from 1978 to 1991. Broadcast around the world, it is probably one of the most famous and successful American soap operas outside of the U.S.

The series is best-known for the central character of J.R. Ewing – the vain, greedy, scheming, crass oil baron played by Larry Hagman for the show's entire run. Ironically, J.R. was only meant to be a supporting character when the show premiered (the show was to be based around Bobby and Pam). However, the popularity of J.R. took off and he became the focus of the series.

Not only did Dallas invent the famous JR, but it also invented the season-ending cliffhanger. As each season ended, viewers were left on the edge of their seats with a finale that usually left one or several characters' lives in the balance.

There were scores of sibling wars, messy divorces and doomed new marriages. Moreover, the familiar cast will all be back: a tipsy and lip-curling Sue Ellen, a kind-hearted Miss Ellie, sexy Bobby and of course, the rest of the gang.

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Ends

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