Bully Lifestyle: Hustle & Bloodlines Expands Its Reach With Relay Distribution

Relay will feature Episode One, while all six episodes are now available through BullyLifestyle.tv



Bully Lifestyle

MIAMI, FL, UNITED STATES, September 16, 2026 /EINPresswire.com/ -- Bully Lifestyle: Hustle & Bloodlines, the six-episode docuseries exploring the people, passions and controversies surrounding modern bully and bulldog culture, is expanding its audience through a new distribution placement on Relay, powered by Filmhub.

Relay will feature Episode One of the series, introducing viewers to a world shaped by bloodlines, breeding, family, entrepreneurship, animal health and the deep emotional connections between people and their dogs. Episodes Two through Six will remain available through BullyLifestyle.tv, where viewers can experience the complete six-episode series.

“I didn’t want to make a film that told people one side was right and the other was wrong,” said Matthews. “I wanted to go inside this world and listen. I wanted to talk to the breeder, the veterinarian and the families who simply love their dogs. I also wanted to hear from people who believe our attention should be on shelters, rescues and adoption. Those voices belong in the same conversation.”

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That conversation extends across the six-episode series, which examines the American Bully, French Bulldog, English Bulldog, American Bulldog and the broader family of bully and bulldog breeds. The series explores bloodlines, canine genetics, breeding practices, respiratory and other health concerns, responsible ownership and the emerging—and controversial—subject of dog cloning.

At its center, however, Hustle & Bloodlines is about people: the decisions they make, the communities they build and the identities they form around these dogs.

The series also moves beyond the traditional boundaries of a dog documentary. Shaped by the visual culture of Miami and South Florida, the production incorporates fashion, photography, art, automobiles and cinematic imagery to capture the broader lifestyle surrounding the community.

Dogs become a point of entry into larger conversations about family, identity, entrepreneurship, creativity and responsibility.

“Being accepted for distribution on Relay gives new audiences an opportunity to discover the world we captured,” said Matthews. “Episode One is only the beginning. The complete story unfolds across all six episodes, and viewers who want to continue the journey can watch Episodes Two through Six at BullyLifestyle.tv.”

The Relay placement marks another step in the expansion of Bully Lifestyle: Hustle & Bloodlines, giving new audiences an opportunity to encounter the series while directing viewers toward the complete six-part experience.

The full series is available through BullyLifestyle.tv for $24.99.

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