



Exclusive

Heated Rivalry Executive Producer Brendan Brady Reveals NSFW Gifts Fans of the Show Have Sent: 'Wow' (Exclusive)

Brady and the show's creator, Jacob Tierney, spoke exclusively with PEOPLE at the 37th Annual GLAAD Media Awards on March 5

By [Chara Flam](#) and [Abby Stern](#) | Published on March 8, 2026 11:30AM EDT

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Brendan Brady at the GLAAD Media Awards on March 5, 2026; Hudson Williams and Connor Storrie in a 'Heated Rivalry' scene. Credit: Monica Schipper/Getty; Sabrina Lantos/HBO

NEED TO KNOW

- *Heated Rivalry* executive producer Brendan Brady and creator Jacob Tierney spoke exclusively to PEOPLE at the 37th Annual GLAAD Media Awards about fans' reaction to the show
- Brady revealed that fans send NSFW gifts to production
- *Heated Rivalry* won Outstanding New TV Series at the event

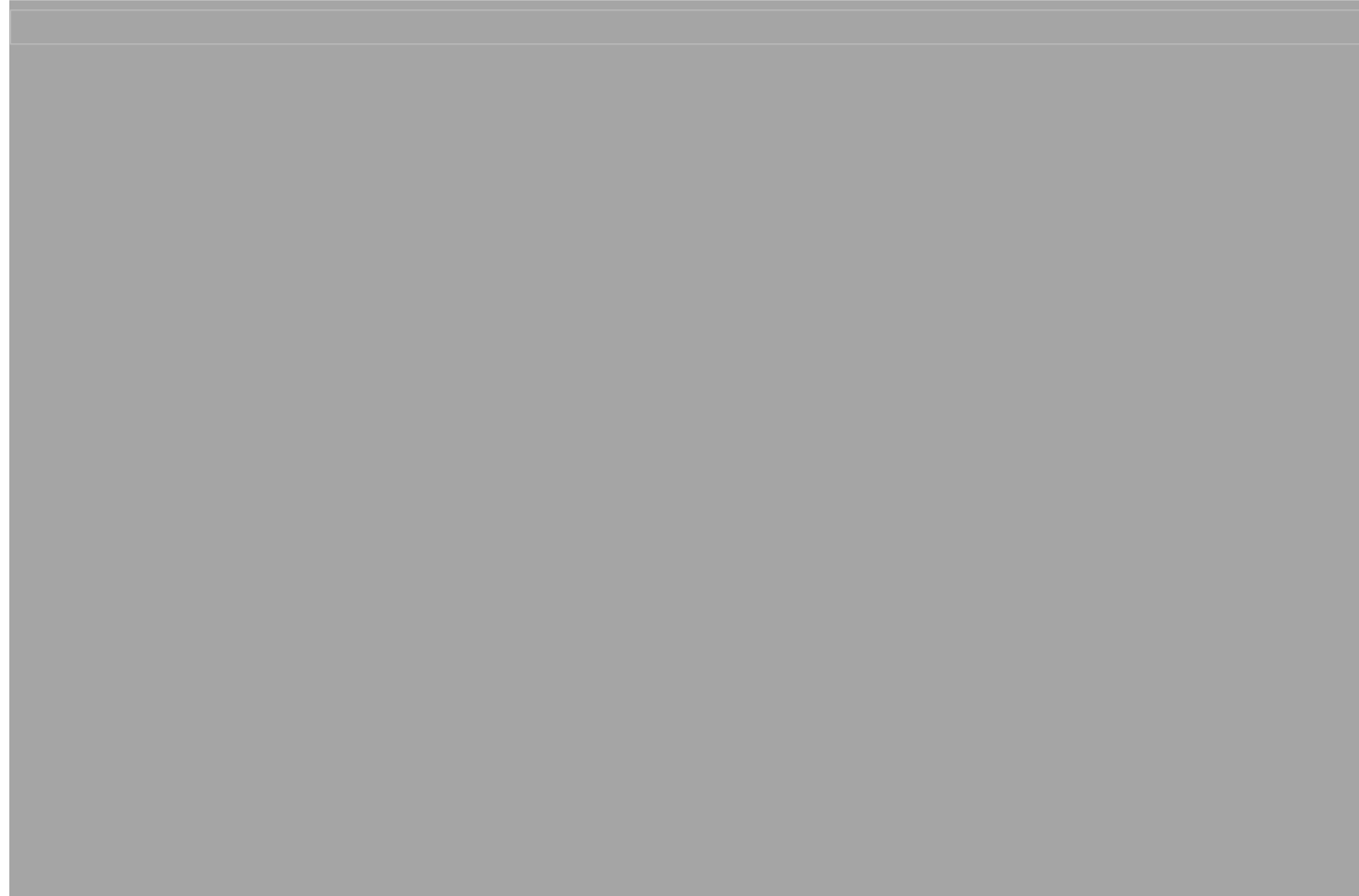
Heated Rivalry fans can't help but bring the heat.

Speaking with PEOPLE at the 37th Annual GLAAD Media Awards in Los Angeles on March 5, the romantic drama series' executive producer Brendan Brady and creator [Jacob Tierney](#) discussed the *Heated Rivalry* fandom and some expected gifts from fans.

Tierney, 46, said the show has been "so lucky" to receive "such nice" comments such as "moving" words to acknowledgement of "how the show has made [fans] feel seen or improved a relationship in their lives."

"They say really, really beautiful things to us," he said. "I don't think I can think of just one thing, but we're on the receiving end of a lot of love from a lot of people. And it's very meaningful."

Brady chimed in to reveal they've also received gifts — and some are NSFW. "We're also on the receiving end of receiving a lot of free gifts, including butt plugs. So that's probably the ... Wow," he said.



From left: Brendan Brady, Nadine Bhabha, Jacob Tierney, Connor Storrie, François Arnaud, Christina Chong and Robbie G.K. the 37th Annual GLAAD Media Awards on March 5, 2026. Credit: Emma McIntyre/Getty

Tierney reassured PEOPLE that they've also been gifted handmade items, including "amazing cookies," blankets and "a lot of bracelets."

Brady added, "But the butt plugs were definitely the most not safe for work," and Tierney chimed in, "Like a dog with a bone."

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At the March 5 event, *Heated Rivalry* won with Outstanding New TV Series.

Their win comes after Tierney confirmed in February that [Heated Rivalry season 2](#) is expected to premiere in April 2027.



Hudson Williams and Connor Storrie in a 'Heated Rivalry' scene. Credit: Sabrina Lantos/HBO Max

The steamy LGBTQ+ drama is based on [Rachel Reid's Game Changers book series](#) and was created for Canadian streaming service Crave.

Heated Rivalry follows Shane Hollander ([Hudson Williams](#)), a Canadian hockey superstar, and Ilya Rozanov ([Connor Storrie](#)), a cocky Russian phenom, whose fierce on-ice rivalry begins when they meet as teenagers.

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Season 1 of *Heated Rivalry* is available to stream on HBO Max.

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