



MEDIA RELEASE

**“The Rusty Bucket Kids” Television Show to Air on WRAL-TV  
Pilot episode to also premiere on April 17 at CoolKidz Expo**

**APEX, N.C. (March 22, 2010)** – “The Rusty Bucket Kids” (TRBK) television and web-based series announces a partnership with WRAL-TV. The one-hour pilot episode of the series, “Lincoln, Journey to 16,” will broadcast initially on Saturday, April 17 at Noon.

“Think ‘Back To The Future’ meets the History Channel,” said the show creator and executive producer, John Demers. “WRAL is nationally known for many broadcasting firsts while serving a significant role in the local community by covering local news, sports and the arts. The partnership for the pilot is yet another positive example of a new business model for how integrated product placement, show-sponsored promotional opportunities, and distribution works for localizing television programming in each of our broadcast TV markets. The other added benefit is that WRAL-TV truly understands the need for educational entertainment, ‘edutainment’ as it is now being called.”

“WRAL is pleased to support this project due to the quality of the production and the local connection to our history and community,” said vice president and general manager Steven D. Hammel. “We are proud to be a part of bringing this family-oriented program to our viewers.”

The TRBK program is produced in Apex, New Hill and at the New Hope Valley Railway in Bonsal. The show is part of a new, unique business paradigm being unveiled in the Triangle area. The transitional media, or transmedia, distribution model uses the show to promote existing area businesses as filming locations, while at the same time highly emphasizing the value of visibility for show sponsors and advertisers. This approach demonstrates the continued importance of new-media web and TV broadcast content to reach smart viewers. Trailblazer Studios in Raleigh is another strategic partner in this transmedia launch.

TRBK also satisfies a growing need for quality family-friendly programming. A critical research effort which supports this push was conducted by the Association of National Advertisers Alliance for Family Entertainment in spring of 2009.

The research was designed to better understand what consumers are seeking in family-friendly TV as well as the impact of programming on the efficacy of advertising. The most important finding was the clear desire for more options when it comes to quality entertainment for the family. In fact, only 23% of respondents reported being satisfied with the amount of family-oriented programming currently available. And in another study conducted jointly between Walmart and Procter & Gamble (P&G), 85% of respondents said they would go out of their way to “find and watch quality family-friendly programming.” From an advertising perspective, both studies reinforced the importance of family-friendly advertising appearing in the context of family-friendly TV content and the degree to which consumer perceptions of a company are shaped by the TV shows, events and activities which they sponsor. In response, Walmart and P&G joined forces to produce their own family-friendly TV programming, beginning with “Secrets of The Mountain,” a TV movie which will debut on April 16.

[www.TheRustyBucketKids.com](http://www.TheRustyBucketKids.com)

Contact: Martin Armes, 919-608-7260, [martinarmes@nc.rr.com](mailto:martinarmes@nc.rr.com)



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TRBK pilot episode is written and directed by Kevin Robert McDermott, and based on the story created by Demers. McDermott is a noted and well-respected Hollywood youth talent coach. His coached talent has been nominated or won 15 national and international awards. These include the Oscar, the Emmy, the Golden Globe, and Peoples Choice awards.

The Rusty Bucket Kids live in the small southern town of Peak City, played by the Town of Apex, North Carolina. Town of Apex manager Bruce Radford was pleased with how well the production went during the initial filming in the historic business district.

Roxanna Demers, age 11, (as Roxanna Peakssen) and JohnColeman Demers, age 9, (as JohnColeman Peakssen) travel back in history on Steamy, played by The New Hope Valley Railway Steam Locomotive No. 17 and Caboose No. 308. Roxanna and JohnColeman visit famous people of American history, who are still in their teenage years.

In the pilot episode, Scott Andrew Taylor, age 15, stars as a young Abraham Lincoln, who struggles with school and self-education when he has to stay at home and help his father and family with work. Other local celebrity cast members of note include former WRAL news anchor Charles Gaddy (as Grandpa Peakssen) and WRAL personality Mark Roberts (as Town Manager of Peak City, Nate Weaver). Cameo roles come from Claudio Oswald Niedworok, a noted storyteller; J.C. Knowles, a noted North Carolina historian; and Keith Weatherly, Mayor of Apex.

As part of its partnership with the inaugural CoolKidz Expo, April 17-18 at the Raleigh Convention Center, TRBK will premiere the pilot episode in the Peak City International Film Festival Theatre.

“CoolKidz Expo is a new consumer show targeting the kids and family market of the Triangle and beyond,” said the Expo’s co-founder Amy Wann. “This show offers an accessible and exciting setting in which the region’s thriving family demographic will become familiar with the latest products and services – the Hot Products and Cool Concepts – to enhance their lifestyle.”

“We are excited to have ‘The Rusty Bucket Kids’ as a partner this year,” added the Expo’s co-founder Melanie Goldman. “It’s wonderful to have discovered others who share goals similar to ours – we both endeavor to offer fun, positive, and educational experiences for area families. CoolKidz Expo provides the ideal platform for us to combine our efforts and bring an awesome level of energy and excitement to the Expo floor and highlight an amazing new TV series for young people too!”

Attendees of the Expo will also be able to visit The Rusty Bucket Store booth and interact with some cast members, see performances of The Rusty Bucket Band, and check out the vintage Rusty Bucket Truck. Merchandise will be for sale, including DVDs, CDs, and Rusty Bucket brand of goodies such as jellies and jams, baking mixes, and crafted items. There will also be autographed giveaways and ticket giveaways to the New Hope Valley Railway, for a ride on Steamy, the show’s time-travel train.

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The Expo hours are Saturday, April 17 from 9am-8pm and Sunday, April 18 from 10am-5pm. Admission is \$9 for Adults, \$7 for Seniors (age 65+), \$4 for CoolKidz (ages 3-15) and free under age 3. Discount coupons are available online.

Web site: [www.CoolKidzExpo.com](http://www.CoolKidzExpo.com)

Twitter: <http://twitter.com/coolkidzexpo>

Facebook: <http://www.facebook.com/CoolKidzExpo>

### **About The Rusty Bucket Kids**

“The Rusty Bucket Kids” is a new family friendly, web-based television show combining educational content with family entertainment – edutainment. A brother and sister learn they can travel back through time in American History to meet teenagers who become some of America’s greatest historical heroes. The show also represents a new method for providing local content to broadcast television stations and the Internet working with local sponsors.

Web site: [www.TheRustyBucketKids.com](http://www.TheRustyBucketKids.com)

Twitter: <http://twitter.com/rustybucketkids>

Facebook: <http://www.facebook.com/pages/The-Rusty-Bucket-Kids-Club/92995172086?v=wall&ref=sgm>

YouTube: <http://www.youtube.com/user/TheRustyBucketKidsTV>

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