



Stitch Media

Press release
For immediate distribution

The real Mad Men exposed with new cross-platform adaptation of landmark CBC radio series *The Age of Persuasion*

MONTREAL, Wednesday, June 9, 2010 – Bunbury Films is proud to announce that **The Age of Persuasion**, one of the hottest properties on Canadian radio, will be adapted into a striking, fast-paced half-hour TV series. The Montreal-based production company recently secured the TV and digital media rights to the award-winning CBC radio series after meeting with the show's creators Mike Tennant and Terry O'Reilly.

The adaptation of four years of landmark radio into a TV series that will take a behind the curtain look at the global mega-business of advertising will be overseen by **Bunbury Films** producers **Frederic Bohbot, Kieran Crilly** and **Malcolm Clarke**. Teaming up with them are **Stitch Media** producers **Victoria Ha** and **Evan Jones**, who will spearhead the cross-platform initiative. Bunbury Films sought out these digital media specialists for their innovation and proven track record in the realm of multi-platform content.

After over 100 episodes, *The Age of Persuasion* and its whip-smart host Terry O'Reilly have become veritable homegrown phenomenons, with hundreds of thousands of Canadians enthusiastically tuning in each week – from countless young and engaged Facebook fans, to the Boomers who made the 2009 book adaptation a best-seller. The TV series and cross-platform property will keep O'Reilly on as host and boast a melting pot of cutting-edge animation, provocative celebrity interviews and a wealth of classic clips from the golden age of television.

"I can't wait to bring such varied styles of content together under one cohesive product suitable to every medium," says Bunbury Films producer Frederic Bohbot. *"This isn't just a window into a TV series; it's an unprecedented multi-platform project. From TV to web to phones, The Age of Persuasion is a producer's dream."*

Bohbot will attend the **Banff World Television Festival** this coming weekend as a **winner of CTV's National Fellowship program**, while Stitch Media's Victoria Ha will be speaking on two panels: **"Rookies in the Rockies"** (June 13) and **"Storytelling of Tomorrow: Interactive & Transmedia"** (June 14). And in a very timely cross-platform move, the festival will run concurrently with **nextMEDIA Banff** for the first time, bringing together the television and digital media communities for a truly multipronged event, offering networking, seminars, keynote speeches and pitching opportunities that reflect the growing convergence of television and digital media.

Founded by Frederic Bohbot in 2002, **Bunbury Films** produces high quality, thought provoking fiction and non-fiction films for the international television market. Previous releases include *Leaving the Fold* (Radio-Canada / documentary), *Bigfoot's Reflection* (Space: The Imagination Station/ City TV / SCN) and *Once a Nazi* (PBS, CANAL D, Documentary, Noga). 2010 is a banner year for Bunbury Films, with four documentary releases (*Land of Destiny*; *Burning Water*; *Underdog Plaza* and *Work In Progress*), as well as the recent launch of its distribution division.

Stitch Media, lead by partners Evan Jones & Victoria Ha, is an award winning digital media production company specializing in interactive multi-platform content. Stitch is recognized for interactive storytelling using innovative technology, program enhancements and cutting-edge game design that blurs the lines between reality and fiction. Stitch collaborates as a creative partner from concept to completion. *"We love to tell stories in all genres, but we get most excited when our stories interact with an audience. We strive to be the 'thread' that stitches different media together to tell stories."* – Evan Jones – Co-owner, Stitch Media

For info on Bunbury Films, visit: bunburyfilms.com

For info on Stitch Media, visit: stitchmedia.ca

– 30 –

MEDIA INQUIRIES:

Michael-Oliver Harding, Bunbury Films
514.802.2055 / oliver@bunburyfilms.com