

# newsRelease

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## The Red Chair Hits the Big Screen! Redchair™ Branding Films TV Pilot

Television is about to get much more creative...

BURLINGTON ON (August 26, 2008)... Redchair™ Branding and Creative Director, Gerry Visca have finished filming the pilot for their reality show, "Get Creative," which will offer a behind-the-scenes look at the process of developing, pitching and launching new brands for local businesses. Viewers will experience the inner workings of a busy marketing agency as Gerry Visca and his smart, savvy team collaborate to deliver customized creative solutions for their clients. The result: uniquely stylish brands and inspired businesses.

Each episode of Get Creative will feature a business that gets an injection of creative energy as the Redchair™ team provides a branding-makeover to a business in need. Redchair™ Creative Director, Gerry Visca states, "*'Get Creative' is hip, it's happening, and it's high-energy! The show is the latest vehicle to help me carry out my mission, which is to creatively inspire 1 million people. 'Get Creative' will really help me to reach my goal in a way that is fun, fresh, and highly entertaining.*"

Gerry and his creative marketing team will work together to revamp, and re-launch local brands. They will have to think outside the box, be original, and pull out all the stops to deliver results to their clients. Redchair™ Partner, Jean Visca notes, "*There will be some interesting situations and crazy moments caught on camera. Everything doesn't always go as planned, but we come together in the end and deliver results.*" Get Creative blends the international appeal of makeover stories with the universal curiosity people have with the marketing industry.

Gerry is known for his ability to inspire audiences into taking action. "*My passion and energy will translate well on-screen, and the Redchair™ team is sure to provide vibrant insight to the power of marketing, branding and getting creative. The show offers fresh content and valuable marketing advice,*" promises Gerry Visca.

Look out for more information about the upcoming hit series. For more information please contact:

### Redchair™ Branding

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