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MEDIA ALERT

CURRENT CONNECTS WITH RICHMOND FOR TWO DAYS OF INTERACTIVE ENTERTAINMENT

National Cable Channel in Town to Showcase City and Seek Local Participation That Offers a Chance for Contributions to Air on TV

Who: [Current TV](#), the world's peer-to-peer news and information network and local filmmaker [Lukas Krost](#), founder of The Branching Films

What: Current and Lukas Krost, filmmaker and winner of Current TV's "Seeds of Tolerance" contest, are co-hosting two interactive community events:

Beginning at noon at Schafer Court on Wednesday, December 12, Current and The Branching Films will kick off "Show Me Your Richmond!", a video scavenger hunt where teams will have the afternoon to capture several video tasks in and around Richmond, including a chance to collaborate with Current producers during their shoot of the next installment of Current's "Show Me Yours" series. The first 20 teams to RSVP to RVAscavenger@current.com to participate in "Show Me Your Richmond!" will have the opportunity to shoot their videos with an easy-to-use FlipCam. The best participant footage will be shown at the following night's free party at Gallery 5, on Current.com and possibly Current TV. The results from a similar hunt in Austin, TX can be watched [online](#).

The following evening, Thursday December 13 from 6 - 9 pm, Current and Krost will host "Eat! Drink! Be Richmond!", a creative, entertaining and interactive evening at Gallery 5. "Eat! Drink! Be Richmond!" will be a meet and greet event where participants can discover more about Current TV and producing viewer-created content (VC²) for broadcast, as well as contributing to Current.com. "Show Me Yours" show host and VC² producer Jason Tongen will be the event MC. Leah Lamb, Richmond resident and third-place winner

of Current's recent international Ecospot contest will also be attending to discuss how attendees can get involved with the network.

"Eat! Drink! Be Richmond!" will offer attendees an opportunity to appear on Current TV and will feature interactive games as well as a digital scavenger hunt, which will allow guests to add their opinions to Current.com. In addition, computer stations will be set up where attendees can influence the party itself as all interaction on the site will be projected on the walls of the gallery.

**When: Wednesday, December 12; noon
Thursday, December 13; 6 – 9 pm**

Where: December 12: Schafer Court, Virginia Commonwealth University,
828 W Franklin St
December 13: [Gallery 5](#), 200 W. Marshall St.

Why: Current was founded on the principle of giving viewers a chance to have their voices heard on a national level. As viewers create approximately one third of Current's programming, the network aims to further reinforce its invaluable connection with local communities by hosting events such as these. By coming to Richmond, the network hopes to help residents get involved in showcasing their state, sharing their opinions on its [Viewpoints](#) wall, participating in [assignments](#), developing [VCAM](#) ads or even [commenting on programming](#). Through demonstrating how easy it can be to interact with Current, the network hopes to grow its active user base to further diversify its programming and ensure it continues to reflect the issues and topics that are important to its viewers.

About Current

Launched August 1, 2005, Current, the world's peer-to-peer news and information network, recently honored with an Emmy® Award for its interactive television service, is the first fully integrated 24/7 online and television network that helps users determine the news and information that is relevant to them. Current connects young adults with what's going on in their world through its unique blend of citizen journalism and viewer participation, offering programming and content that's authentic, often surprising and consistently compelling. Current pioneered the television industry's leading model of interactive viewer created content (VC²) that comprises roughly one-third of Current's on-air broadcast. The network has also advanced advertising models via Viewer Created Ad Messages (VCAMS).

Current is now seen in the U.S. and U.K. in more than 51 million households through distribution partners Comcast (Channel 107 nationwide), Time Warner (nationwide), DirecTV (channel 366 nationwide), Dish Network

(channel 196 nationwide), BSkyB (channel 193) and Virgin Media Cable (channel 155). For more information, please visit the website: www.current.com.

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