

FOR IMMEDIATE RELEASE

Create® TV BEGINS AIRING THE FIRST SEASON OF *BEYOND YOUR BACKYARD*

NEW YORK, N.Y. – (November 28, 2018) – *Beyond Your Backyard*, hosted by Erik Hastings, aka “Erik the Travel Guy (www.erikthetravelguy.com) which is broadcast on public television has been selected for additional national distribution on The Create Channel in the United States.

More often called “do-it-yourself”, the program genres seen on Create include viewers' favorite public television series and specials on cooking, travel, home improvement, gardening, arts and crafts, and other lifestyle interests. Launched in 2006, Create reaches 46 million viewers nationwide.

Erik Hastings, aka “Erik The Travel Guy”, is host and Executive Producer of *Beyond Your Backyard* and is excited and honored that the audience of Create will be watching the series. **“Create TV is an ideal fit for this series. The network’s dedication to quality educational programming is evident in their programming selection. We are delighted they have selected our series.”**

Hastings has worked closely with Blue Ridge PBS, a four (4)-time regional Emmy Award winner for documentaries and community service, in launching *Beyond Your Backyard*, and has been an integral part of the series’ national distribution strategy. In September 2018, the series was picked up for national syndication by The National Educational Telecommunications Association (NETA). NETA is a professional association that serves public television licensees and educational entities in all 50 states, the U.S. Virgin Islands, and Puerto Rico.

“Through our multiple public media platforms, Blue Ridge PBS helps paint a picture of what the world is like every day,” says William Anderson, Executive Vice President. **“What better way to help our viewers experience the joy of travel by providing the opportunity to visit these places and experience their unique treasures. Using the camera's eye and energetic conversation, Beyond Your Backyard offers a diverse perspective on each new destination. This program is designed to appeal to the most seasoned world travelers and to those who are just looking for a weekend getaway.”**

Founded in 1967, Blue Ridge PBS is the sole public multimedia enterprise serving 4 million individuals in portions of five states. The station's coverage area includes southwestern Virginia and bordering counties in Kentucky, Tennessee, West Virginia and North Carolina. Based in Roanoke, Va., Blue Ridge PBS is comprised of three channels: WBRA-TV 15.1, Southwest Virginia PTV 15.2 and Blue Ridge PBS Kids 15.3.

Season One of *Beyond Your Backyard* begins airing on **The Create Channel** on November 29, 2018. Online media kit: <http://www.beyondyourbackyardTV.com/bybmediakit.html>

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