

## FOR IMMEDIATE RELEASE

### ***Promotion begins for new travel series “Beyond Your Backyard” to be seen on Blue Ridge PBS in spring of 2018.***

NEW YORK, N.Y. – (February 7, 2018) – Promotional announcements begin as a new travel series “Beyond Your Backyard” is set to debut April 10, 2018 on Blue Ridge PBS. Other PBS stations in the Mid-Atlantic region also plan to broadcast this series. Please check your local listings for dates and times. The educational, 30-minute, destination-focused show will be hosted by travel personality Erik Hastings.

In addition to the on-air promos, information and videos for “Beyond Your Backyard” can be found on PBS.org by following this link: <http://www.pbs.org/show/beyond-your-backyard/>

“We have screened the initial episodes and we are very impressed,” said Sherry Spradlin, Blue Ridge PBS Director of Programming. “We have been looking for a travel show that speaks directly to the viewers in Southwest Virginia. Erik’s personality is fun, honest and infectious. His quick wit and genuine love for the art of travel is apparent in every episode.”

Shooting of the first season’s episodes began in September 2017 in Washington, D.C. and will conclude in Beijing China in April. The show will debut on Blue Ridge PBS on Tuesday, April 10, 2018 at 7:00 p.m. Destinations scheduled to be featured include: Washington, D.C., the Pennsylvania great outdoors region, Blacksburg and Williamsburg, VA, Key West, FL, The Bahamas, Gettysburg, PA and others.

“Working with Blue Ridge PBS has been awesome,” said Hastings. “Their dedication to their audience is fantastic! Each episode aims to capture the soul of each destination we visit. These are places which viewers can get to easily by car, by air or by cruise. The show will feature some of the places the tourists go, but it will also travel off the beaten path.”

Each of the ten episodes in the first season will focus on one geographic area. Highlights to look for include an educational component, a how-to activity and a culinary segment. The show will pull back the curtain with unfettered access to little known secrets of each place we visit.

“I believe travel helps make the world a better place, and it is the goal of this show to inspire viewers to travel more,” said Hastings. “The creative team and I are committed to keeping the show ‘real’ with the viewers. If they can’t do it when they get to these places, then we won’t feature it.”

“Beyond Your Backyard” is being produced by Erik Hastings LLC, Sophos Studios and Watson Visuals. Supplemental video content, behind the scenes footage and outtakes will all be featured on <http://www.pbs.org/show/beyond-your-backyard/> and <http://www.erikthetravelguy.com>. The show is anchored at Blue Ridge PBS. It will air weekly at 7:00 p.m., and will be available to all PBS members nationwide via PBS Passport.

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