

## FOR IMMEDIATE RELEASE

### NETA PICKS UP "BEYOND YOUR BACKYARD" SEASON ONE FOR NATIONAL SYNDICATION ON PUBLIC TELEVISION STATIONS

NEW YORK, N.Y. – (July 18, 2018) – *Beyond Your Backyard*, hosted by Erik the Travel Guy ([www.erikthetravelguy.com](http://www.erikthetravelguy.com)) which is broadcast on public television has been picked up for national distribution for season one.

The National Educational Telecommunications Association (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, connecting public television people and ideas, by providing quality programming, educational resources, professional development, management support, and national representation.

Erik Hastings, aka "Erik The Travel Guy", is host and Executive Producer of *Beyond Your Backyard* and is thrilled with the partnership with NETA. **"The team and I are so happy to partner with NETA. We have always admired their dedication to quality educational programming. We are delighted."**

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. As the region's storyteller, Blue Ridge PBS offers outstanding informational, educational and cultural programming, along with an award-winning local production team devoted to regional issues and interests.

**"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 also 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* is set for a feed date of September 5, 2018. Online media kit: <http://www.erikthetravelguy.com/bybmediakit.html>

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Contact:

Kevin Allen  
Executive Producer  
"Erik The Travel Guy"  
434-960-9145 (w)  
[Kevin@Erikthetravelguy.com](mailto:Kevin@Erikthetravelguy.com)

Sherry Spradlin  
Director of Programming  
Blue Ridge PBS  
540-983-1763 (w)  
[Sspradlin@blueridgepbs.com](mailto:Sspradlin@blueridgepbs.com)