



For Immediate Release
October 22, 2009

CONTACT: Myra Orenstein
catv@roadrunner.com
216-932-3322

**Brain-Gain Gets REAL!
“GOT CITY GAME! CLEVELAND”**

Got City Game! Cleveland is an award-winning brain retain/talent attraction initiative started by two local residence, TL Champion and Barbara Oney. Ms. Champion and Oney are looking to show off the amazing things their city and region is doing “right”. The goal is to showcase what’s positive about Cleveland and Northeast Ohio in a way that will engage the 18 -35 year olds and entice them to build a life and career here.

“This is a reality game show filmed throughout the city of Cleveland and then aired on the World Wide Web – where this demographic resides and where it can be seen on a global basis,” states Barbara Oney, Executive Producer of Got City Game.

There are three teams, sponsored by Hiram College, Tri-C and the local marketing organization LiveCLEVELAND!. The teams compete in two forms of challenges. “Location” challenges are hilarious competitions held in restaurants, galleries, apartment buildings, businesses and other unique locations throughout the city. “CitySmarts” is a question and answer challenge that tests the contestant’s knowledge of Cleveland and NEO’s business, employment, history, neighborhoods and educational assets.

There will be five webisodes posting to www.gotcitygame.tv each Wednesday starting November 11, 2009. Each webisode will feature a different city of Cleveland

(MORE)

Brain-Gain Gets REAL!
“GOT CITY GAME! CLEVELAND”

neighborhood: Tremont, Detroit Shoreway, St. Clair Superior, Downtown, and University Circle.

The teams are competing to win everything that makes living in Downtown Cleveland amazing, including a years free lease at the Tremont Place Lofts and Free dinners, sports, theatre, music, etc.

The teams earn points as they compete. However, they don't win until the “votes” come in. When the webisode posts to www.gotcitygame.tv, viewers have a chance to vote for their favorite team. These “votes” get added to the team's challenge points. The team with the most points+votes wins. Viewers can vote once a day until the final voting day in December. Each time they vote the viewer gets entered to win weekly drawings of local tickets, dining and other passes...and they are entered for the grand prize drawing for one of four scholarships supplied by the NACS Foundation and Stone Modeling and Talent Agency. These scholarships are unencumbered meaning they are good at any accredited school in continental USA for undergrad, grad or PHD programs. They are also “giftable” meaning they can be given to someone else.

“We hope families and friends will viral this program out to everyone they know around the world to increase their odds of getting the scholarship. It will help in getting out the word about what great things are going on in Cleveland,” TL Champion comments.

Sponsors will viral the program out through their social networking and electronic Medias to reach people both within the region and beyond. College alumni, businesses, community organizations are contributing to the marketing push.

Other sponsors include: Case Western Reserve, John Carroll University, University Circle, the Cleveland Museum of Art, the Cleveland Museum of Natural History, Fit Technology, Joe Cimperman, Detroit Shoreway, the Barley House, Ohio College Access Network, Neighborhood Progress Inc., CDC's across the city, iGuiders,

Brain-Gain Gets REAL!
"GOT CITY GAME! CLEVELAND"

Cleveland Magazine, Youngstown Business Incubator, Greater Cleveland Film Commission, the Owens Group and Downtown Cleveland Alliance.

Jason Zone Fisher, director of "Swing State", a documentary about his father running for offices as Ohio's Lieutenant Governor, is the host. Don Tyler, nationally acclaimed music video director and native Clevelander, will direct the reality show. Tyler will be directing film production students from Cuyahoga County Community College who will be handling the video cameras and sound equipment. "I love the opportunity to share my knowledge of production with up-and-coming talent," he comments. "Got City Game provides these kids real-world production experience which will be important if we want a viable film industry in Cleveland." Tri-C has three classes that students enroll in to be on the crew. Select students are receiving paid scholarships to participate.

Editing and Web Design is managed by Tremont based, Flique Creative.
www.fliquecreative.com

Filming is going on from October 18 – October 28th. The webisodes will post each Wednesday starting November 11, 2009 at www.gotcitygame.tv

Got City Game! (GCG) is a non-profit talent-attraction initiative intent on creating a concrete shift in people's attitude and perception of the Learning, Earning and Living assets of Northeast Ohio. It has been awarded the Cleveland Foundation's Civic Innovation Lab Grant, been honored as "Heroes" by Employers Resource Council for its talent attraction impact and selected for the "Best Of Cleveland" in Scene magazine. For more details watch the video at: www.gotcitygame.tv.

Red 40 Productions, founded in Cleveland in 2001 by Director Don Tyler, the Cleveland, Ohio, is known for creating stunning music videos, commercials, game trailers, graphic design, including animated graphics, logos and web site design. To see sample work go to www.red40productions.com