



For Immediate Release
November 4, 2009

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

It's a Wrap! Brain-Gain Gets REAL!

Got City Game! Cleveland, the region's first reality show dedicated to getting our city's "Brag On", wrapped 10/26 at the Ante-Up Audio recording studio. It was filmed in five neighborhoods in the city of Cleveland: Tremont, Detroit-Shoreway, Downtown, St. Clair-Superior and University Circle. The first show is scheduled to launch on-line Tuesday November 17 at www.gotcitygame.tv.

Don Tyler, nationally acclaimed music video director and local success story, directed the show. Tyler directed film production students from Cuyahoga County Community College (Tri-C) who handled the video cameras and sound equipment.

Jason Zone Fisher, director of "Swing State", a documentary about his father running for office as Ohio's Lieutenant Governor, is the host.

There are three teams, sponsored by Hiram College, Tri-C and the local marketing organization LiveCLEVELAND!. The teams compete in hilarious challenges all over the city to prove who has "City Game". The teams are competing to win Cleveland for a YEAR! including a free one-year lease at Tremont Place Lofts and free seats, eats and clubbing all over the city.

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

(MORE)

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

final voting day in February. 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.

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

Editing and Web Design is managed by Tremont based, Fligue Creative.

www.fliguecreative.com

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.