



OFFICE OF THE PRODUCTION  
ADRENALINE PARTNERSHIP

## MEDIA FAQs

**About FIREBALL RUN:** The FIREBALL RUN Adventurally series is the story of 40 rally teams as they compete in a legendary 2,000-mile, life-sized trivia game. To win, they take the road less traveled in an epic quest for America's under-discovered places and obscure historic artifacts – all while aiding in an awareness campaign called *The Race to Recover America's Missing Children*. And it's all just for bragging rights, a greater cause and a plastic road sign. FIREBALL RUN is a mile-for-mile, entertaining and emotional adventure-travel series which educates audiences and inspires travel.

**The Competition:** FIREBALL RUN is a life-size trivia board game with driving teams constantly being provided clues scripted around points of interest. When solved, the answer reveals a location which the team must travel to. Upon arrival, they accomplish a mission or engaging activity. Although most experiences are once in a lifetime, rare or exclusive, some are physical challenges, and there are also a few motoring competitions. Points are awarded for successful accomplishment of each activity. The destination's story is told through the inclusion of its history, attractions, and points of interest, thus educating participants and audiences on the community.

**Road Safety:** The contestants are not road racing. Their driving speeds are monitored by the AlertGPS® system. Fans can even follow the GPS signal of their favorite team, in real time, as they traverse along a map at [www.fireballrun.com](http://www.fireballrun.com).

**About the Teams:** Contestants are top industry executives, celebrities, and notable elected leaders. Behind the scenes, the production "literally" delivers and introduces industry influencers to places they may have never visited or heard of, to personally experience what makes them special.

**Destination Criteria:** Areas are selected based upon economic vitality, quality of life, uniqueness, story content, and audience interest.

**Association with missing kids and Child Rescue Network:** Child Rescue Network, a Florida based 501-c3, assigns each team a child missing from their hometown. Teams are provided 1,000 posters featuring that missing child, to distribute during the live event. FIREBALL RUN's media campaign has resulted in the successful recovery of 47 missing children.

### Media Facts:

1. FIREBALL RUN does not function as a traditional road rally and should not be referred to as a race. It may be called a *live action entertainment series*, *life-size trivia pursuit game*, or simply *television series*.
2. FIREBALL RUN began in 2007. 2016 marks the 10th anniversary and season of the series.
3. The 10<sup>th</sup> season title is *FIREBALL RUN: Anniversary Edition*, inspired by anniversary version board games.
4. FIREBALL RUN's name was inspired by late NASCAR legend Glenn "Fireball" Roberts.
5. Do not use "Trivial Pursuit" to describe the series. Trivial Pursuit is a trademarked brand. Trivia pursuit is not.
6. When possible, FIREBALL RUN should be written in all caps.
7. Not a Reality TV series, FIREBALL RUN is a *Factual Entertainment* adventure-travel competition show. Factual television is a genre of non-fiction depicting actual events and people.
8. The 10th season consists of 26 episodes, each running 22 minutes.
9. Distribution: FIREBALL RUN is a streaming series in the U.S., and it is televised in India, Africa, Latin America, Europe and soon Australia.
10. The series educates viewers worldwide on unique points of interest within U. S. destinations to encourage drive travel.
11. Cameras follow the real life journey of character-driven driving teams in search of amazing places and artifacts.
12. The actual competition takes place over 8 days in late September, from September 23 to October 1, 2016.
13. Most of the point of interest challenges are rare, epic or historic, never to be repeated moments.
14. Quite different from the reality series *Amazing Race*, FIREBALL RUN focuses on destination facts and history.
15. FIREBALL RUN is unique; there has never been or currently exists an entertainment series of this type.
16. Eight regional areas are featured per season. Along the production route, smaller towns and places are also highlighted.
17. Although part of an episodic series, the daily start and finish live events are also streamed to audiences at [www.fireballrun.com](http://www.fireballrun.com).
18. Regular cast members include: a travel-centric series Host, Ivan Ellis and a professional wrestler and co-host, Sassy Stephe.
19. Nothing in the series is staged or rehearsed. The highly complex and tightly scheduled production is filmed in "real time", as it happens, over 8 days in September. It takes an additional 8 months to edit and release a season. FIREBALL RUN is the only episodic series that films an entire season, all 26 episodes, in real time.
20. FIREBALL RUN was created by J. Sanchez, who also serves as the series Executive Producer. Mr. Sanchez' bio is available on LinkedIn.
21. The FIREBALL RUN production offices are located across from Universal Studios in Orlando, Florida.

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