



# MEDIA RELEASE

## ***TotallyRandom.tv* Kicks off Back-to-School with a Ker-Splash by Launching in the U.S.**

[TotallyRandom.tv](http://TotallyRandom.tv) is pleased to announce its U.S. launch with new site features and a brand-new episode just in time for back-to-school!

Ottawa, ON (Mountain Road Productions) September 6, 2012 – summer may be coming to an end but the fun isn't over! [TotallyRandom.tv](http://TotallyRandom.tv) is kicking off back-to-school by launching in the U.S., releasing a new episode and introducing brand-new features, which include gaming elements to unlock new content.

"TotallyRandom.tv is a brand-new interactive website that introduces kids to safe social networking, digital media creation, and online community interaction – tying it all together by showcasing their involvement in the bi-weekly skit-comedy web TV series. The result is a completely new form of social interactivity and some seriously fun entertainment for kids" says creator and Executive Producer, Tim Alp.

Launching south of the border marks a vital stepping stone for the free site – targeted at kids 7-11. Previously launched in Canada as [TotallyRandom.ca](http://TotallyRandom.ca), [TotallyRandom.tv](http://TotallyRandom.tv)'s expansion into the U.S. is coupled with the release of a new episode on September 1st, viewable at [TotallyRandom.tv/TV](http://TotallyRandom.tv/TV), and brand-new gaming elements to enhance the user experience.



The 11-minute sketch comedy series is full of member's digital creations, off-the-wall skits, puppets, music and a lot of other crazy stuff.

This latest update offers gaming levels, where members can earn stars to unlock downloadable images. These "lootbags" are full of cool digital creations that offer various themes built around specific topics, holidays and special challenges. Other new features include improvements to the message board and new elements to Avatars, that now indicate current level, star count, and number of stars needed to reach the next level.

Visit [About.TotallyRandom.tv](http://About.TotallyRandom.tv) to learn more, or join in on the fun and watch the episodes at [TotallyRandom.tv/TV](http://TotallyRandom.tv/TV).

To download promotional photos, please [click here](#).

### **About Mountain Road Productions**

Since 1997, *Mountain Road Productions* has become synonymous with originality and excellence in the television production industry. Founded by Tim Alp, this Ottawa, ON based company has produced multiple critically-acclaimed and award-winning series, specializing in factual, home renovation, comedy and lifestyle programming. [TotallyRandom.tv](http://TotallyRandom.tv) is the company's first foray into the interactive world.

- 30 -

For more information please contact:

**Margaret Robitaille**

(613) 237-4447

[margaret@mountainroad.ca](mailto:margaret@mountainroad.ca)