

Fireball Run announcement press conference

Posted on Wednesday, Apr 5, 2017

WHAT

Press Conference to announce that the national travel adventure series, THE FIREBALL RUN, is featuring Eau Claire, WI for their 11th season. Out of the 8 locations for the season, Eau Claire will be the only Wisconsin location included. This will be the first time a Wisconsin location has been included in this Travel Adventure Series.

Major announcement of this press conference will be the announcement of the individuals that will be a team competing in and representing Eau Claire throughout the entire 11th season of the Fireball Run: Big Country.

WHO

- State Representative Dana Wachs, Assembly District 91
- Christina Wasson, Eau Claire Area Economic Development Corporation Marketing Manager
- Ray French, City of Eau Claire Economic Development
- The 2017 Eau Claire Fireball Run Team
- (via Skype) J. A. Sanchez, Showrunner/Executive Producer (Star Trek, The Truman Show, Passenger 57, Psycho)

Opportunities for photos, video, and interviews will be available.

WHEN

Friday, April 7th

10:00 am - 11:00 am

WHERE

North Conference Room
City Hall

203 S Farwell, St.
Eau Claire, WI 54701

WHY

Fireball Run is Amazing Race, How It's Made, Dirty Jobs, and your favorite travel and history show combined. It is an action-packed 26-episode adventure series, featuring 40 driving teams as they take part in a legendary, 8-day, 2000-mile, life-sized trivia game. To win, they take the road less traveled in hot pursuit of America's under-discovered places, unique stories, and obscure historic artifacts. Unlike Reality TV, this adventure is real. The entire season is filmed in real-time, in front of thousands of spectators. It's all just for bragging rights, a greater cause, and a plastic road sign.

In addition to promoting Eau Claire and exploring the under-discovered locations of America, the Fireball Run is the largest children's recovery effort, supporting the Child Rescue Network. As of the end of 2015, 47 missing children featured on the Fireball Run have been recovered

While the production crew will be filming, behind-the-scenes the community will be developing relationships with business leaders and decision makers. There will be approx. 150 individuals that will be participating in this initiative. While the teams can vary slightly year over year, in 2015, 98% of the contestants were key corporate decision makers.

The series features museums of all sizes, unique places, notable locations, and aspiring people. Viewership is over 4+ million projected viewers (worldwide, includes Amazon Prime streaming).