



NEWS RELEASE



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Clermont Partners with Red Apples Media to Produce New TV Program

Lake Sumter TV to host new show with focus on Clermont

CLERMONT (Jan. 20, 2014) – The City of Clermont and award-winning Red Apples Media are partnering to produce a new program highlighting news and educational information about Clermont. A name for the show has not yet been chosen for the five-minute program, which will begin airing more than 40 times a month on Lake Sumter Television (LSTV) in February. As part of the agreement approved last week, Red Apples Media also will establish a new South Lake office at Clermont’s Arts & Recreation Center at 3700 S. Highway 27.

“We are excited at the opportunities this new strategic partnership presents,” Clermont City Manager Darren Gray said. “We believe it will provide dynamic ways to inform our residents and visitors.”

Red Apples Media President, Marc Robertz-Schwartz said, “Our goal for both Red Apples Media, as well as LSTV, has always been to provide the highest quality, hyper-local production and content for all of Lake County. This partnership with the city of Clermont is an exciting opportunity for us to reflect the growth and energy of South Lake’s anchor city.”

Residents will be able to see the Lake Sumter TV program on Bright House Channel 199, Comcast Channel 13 and Florida Cable Channel 4.

In addition to producing the program, Red Apples Media also will promote the Clermont show in the media company’s newly acquired *FOCUS* magazine. The city will include the program on its website, YouTube and other promotional opportunities.

Email dbloodsworth@clermontfl.gov to receive the broadcast schedule and topics featured on the new Clermont TV program.

About the City of Clermont. Clermont, Fla., is known as the “Choice of Champions” due to its international reputation as an ideal training ground for elite athletes and to celebrate the championship spirit. Picturesque Clermont sits among rolling hills and more than a dozen lakes. The city is the largest in Lake County with a population of more than 31,000. The community is about 20 miles west of Orlando and major theme parks. More at www.ClermontFL.gov.

About Red Apples Media. Red Apples Media is a full-service marketing agency, enhanced by multi-media video and print channels, including: Lake Sumter TV, Hometown Health TV, and *FOCUS* Magazine. The company’s award-winning work has become well-known around Central Florida. Red Apples Media offers print, event, PR and digital media in concert with innovative cost-efficient marketing and branding strategies.

Attached photo ID: Darren Gray, Clermont City Manager