



For Immediate Release

### **National TV Show Promotes The Florida Keys and Key West**

Key West, Florida- July 21, 2009- "From The Water Show" is an exciting new outdoor adventure television series originating from the waters surrounding The Florida Keys and Key West.

Hosted by nationally syndicated radio talk show host Captain Marlin Scott, "From The Water Show" takes viewers on an exotic tropical journey that dreams are made of.

Captain Marlin Scott is best known locally as the Florida Keys celebrity fishing host on his "From the Water Radio Show" WFFG 1300 AM and WKYZ FM 101.7 weekday mornings from 7 - 10 am and weekends nationally on "Scuba Radio" and "World of Boating Radio".

Captain Marlin has teamed with Craig Hollenback, VP of Conch Republic Media Group as executive producers of "From The Water Show" slated for national television syndication and Internet viewing. The newly formed alliance is named FishMonster Productions.

The team has just returned from BTB trade shows iCast (International Convention of Allied Sportfishing Trades) and MAATS (Marine Aftermarket Accessories Trade Show) both held in Orlando, FL, where their TV series was accepted by four major outdoor television networks for airing during prime-time. Scott and Hollenback are in the process of negotiating the best distribution route for their show in order to reach the most targeted market. A network television release for the series is anticipated for Fall 2009.

The show is digitally filmed and edited in High Definition. The Florida Keys vibrant colors come alive as viewers are whisked away to underwater treasure hunts, off-shore fishing excursions and luxurious island retreats.

"The Florida Keys and Key West are the fishing, diving and boating capitol of the world. We're excited to share those unique attributes with our audience" said Captain Marlin Scott.

"From a cinematic point of view, the raw beauty that The Florida Keys have to offer allows us to capture imagery few places on Earth can provide" said Craig Hollenback.

The pilot show features the sinking of the USNS Vandenberg and "wreck fishing" that is created by artificial reefs. It showcases the process of catching bait fish followed by the excitement generated from sport fishing and catch and release. The Vandenberg theme song was provided by local musician Howard Livingston and his Mile Marker 24 band.

The FishMonster management team, high definition film crew, and marketing group are all Key West locals. They have the pulse of the Florida Keys brand because they live and enjoy the Florida Keys lifestyle each and every day. Captain Marlin Scott has years of experience hosting his daily radio show. "Three hours of local information and conversation with the people in the know; fishing captains, marinas, dock masters and bait & tackle outlets. The only show with continuous coverage of all the Florida Keys from Key Largo to Key West." This is coupled with Hollenbacks' 12+ years of filming exclusively in The Florida Keys and 20 years in the production business. In addition, Hollenbacks' company The Conch Republic Media Group, with flagship websites [www.ConchTV.com](http://www.ConchTV.com) and [www.KeysTV.com](http://www.KeysTV.com), specializes in worldwide Internet Streaming Video.

Up-coming "From The Water Show" TV themes range from dramatic commercial fishing and shrimp boat segments to luxury resorts and dining. The show title "From The Water Show" best describes it. If it's on, under or near the waters surrounding The Florida Keys, it will be featured on the show.

A local screening of "From The Water Show" featuring the Vandenberg sinking is planned for The Tropic Cinema (305-295-9493) with proceeds donated to the theater.

Covering Key Largo to Key West and on to Cuba, "From The Water Show" is the fishing, diving and boating TV show from the "American Caribbean", The Florida Keys and Key West.

For further information about "From The Water Show" Radio, TV and Internet,

Contact: Claire Murray

National Sales and Marketing Manager

Email: [claire@FishMonsterProductions.com](mailto:claire@FishMonsterProductions.com)

Phone: (305) 393-7000

Mail: 524 Eaton Street, Key West, FL 33040 USA

Web: [www.FishMonsterProductions.com](http://www.FishMonsterProductions.com)