



THE MEDIA MESSAGE TO PRODUCE NEW TALK SHOW ON PHILADELPHIA'S WMCN AND BOUNCE TV

Hosted by self-made millionaire Maria Lee Driver, THE DETOUR will feature successful entrepreneurs

Media, PA – September 23, 2013 – The Media Message team has been brought on to produce *THE DETOUR*, a new show on Philadelphia's WMCN and Bounce TV.

Talk show host and entrepreneur Maria Lee Driver will interview some of the nation's top innovators and business leaders. She'll uncover how they climbed to the top financially, despite today's unstable economy. Driver's guests will share with viewers the skills and experiences necessary to reach success. *THE DETOUR* highlights unique individuals who have real, untold stories. Guests will reveal the struggles, battles, and sacrifices they had to make in order for their dreams to become reality.

Also on each program is the self-proclaimed "sweet, sassy, and always-smiling" radio personality Mia Mendez of WPHI HOT 107.9 in Philadelphia. Mia will highlight the entrepreneurs in the world of entertainment. She'll introduce special celebrity guests and feature in-studio musical acts.

THE DETOUR will debut on Tuesday, October 8. It airs every Tuesday at 2 p.m. on WMCN and at 7 p.m. on Bounce TV.

The Media Message's Lauren Avellino Turton will produce *THE DETOUR*. With 15 years' television experience, she has written and produced for major networks, including NBC, FOX, and The Comcast Network.

"It's always exciting launching a brand new show. With Maria's dynamic personality and fascinating guests, *THE DETOUR* has all the right elements to keep viewers interested, while helping them reach their business goals," says Avellino Turton.

Maria's entrepreneurial spirit inspired her to create this new show. She will share the story about developing her skin care line and marketing it to Whole Foods Stores.

"I sat in the Whole Foods parking lot. I knew I didn't have a marketing plan or supplies list, but I believed in my product, so I walked in and had the manager try it. Now my product is front and center up and down the East Coast," Maria says. "As for the show, it's surreal! I'm in disbelief I will have my own talk show!"

WMCN and Bounce TV President Jon Gorchow says the networks are looking forward to the debut of *THE DETOUR*.

"We are excited to add this new program to our ever-growing lineup of original programming. *THE DETOUR* will reach a wide audience in the Philadelphia region and beyond," says Gorchow.

For more information about THE DETOUR, contact Lauren Avellino Turton at 610-565-4330 or LAT@themediamessage.com.

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