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“how to Do florida” TV Series Finds Success in Florida’s Large Transplanted Population

Lake Mary, FL – For three seasons, the “how to Do florida” TV show has taken viewers through the swamps, to the sandy beaches, into underwater caves, and all over the state of Florida, teaching and motivating them to get out and “do.”

Production on the hit series is beginning its fourth season this fall, which seems to have found a big audience: the new Florida resident.

“I think that the success of the show really stems from the fact that so many people who live here aren’t from Florida, and they don’t know how to experience it,” said Chad Crawford, the creator and host of the show.

“how to Do florida” is an award winning 30-minute high-definition syndicated TV series produced in Central Florida that airs on a mix of ABC, CBS, and cable stations. Show host and creator, Chad Crawford, breaks down his adventures into simple how-to steps empowers viewers to not only watch Crawford on TV, but ultimately get outside and do these activities themselves.

According to the Office of Economic and Demographic Research, over 1,000 people move to Florida each day, and in 2011, Florida added over 119,000 residents that migrated here from the other 49 states. In fact, nearly 70% of Florida residents were born out-of-state, meaning that the majority of state residents are unfamiliar with the unique activities and natural beauty that Florida has to offer.

Just because the majority of Florida residents don’t quite know how to discover Florida on their own, doesn’t mean that they aren’t hungry for the information. According to Neilson Ratings, over 14 million viewers tuned in to watch season three of “how to Do florida.” Crawford claims, “A lot of people really need this show, and it is evident that they are watching.”

Testimonies are pouring in from the show's website at www.howtodoflorida.com and its social media sites.

Matthew, an avid viewer, posted, "The show has inspired me to broaden my horizons on the things that I've been missing out on ever since I've been living in Florida. Thank you very much."

Another viewer, William, shared, "I've lived in Orlando for over 27 years and have never done anything like your show presents. Now that I have kids, I want to get them outdoors. My daughter is 9 and absolutely loves the things we do together outside. With your guidance and suggestions, we are creating memories for her she will never forget."

"The strategy of the show has always been three things: good local content and high production value, all infused with a passion for Florida" said Crawford. "I see "how to Do florida" as much more than a TV show. It's a movement. It's a chance to introduce people to the real Florida."

He believes it's also a way to preserve the state he loves so much.

"The thinking is that the more people I can get to fall in love with Florida, the more people will want to protect it," Crawford said.

Crawford says getting to season four was a long road and times got tough for the series which he started by borrowing money from family and friends. The series has attracted sponsors such as Florida Hospital, The Florida Department of Agriculture, and Gander Mountain. There are several sponsorships still available, but sales have come easier with the show's good ratings.

"The series is a good match for companies that are based on Florida or committed to its exploration and adventurous spirit," said Crawford. "We look to partner with those who have this same philosophy and interest."

Currently, season three of "how to Do florida" can be seen on Sun Sports Network throughout Florida. Viewing times and dates are listed on the show's website www.howtodoflorida.com. Content is also available through "how to Do florida's" YouTube Channel, www.youtube.com/user/howtoDofloridaTv. "how to Do florida" is a production of The Crawford Group, a full-service multimedia production house based in Lake Mary specializing in family oriented content for broadcast. www.crawfordgroup.tv.

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