

# NEWS

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## **NATIONAL GEOGRAPHIC CHANNEL ANNOUNCES NEW SERIES *AMERICA'S LOST TREASURES* FROM THE PRODUCERS OF *DEADLIEST CATCH* AND *ICE ROAD TRUCKERS***

**Viewers Asked to Submit Their Rare Historical Objects Online  
for Chance to Be Part of New 10-Episode Series**

**Chosen Artifacts Eligible for \$10,000 Award and  
Inclusion in Future National Geographic Exhibit**

**(WASHINGTON, D.C. – November 9, 2011)** Across America, in basements and barns, attics and backyards, there are forgotten links to our national history. Objects with unexpected value and incredible true stories are just waiting to be uncovered. And now the National Geographic Channel is on a quest to do just that!

NGC announced today the start of production for the new 10-episode series **America's Lost Treasures** (wt). The series, by Original Productions and acclaimed Emmy® Award-winning executive producer Thom Beers (*Deadliest Catch*, *Ice Road Truckers*), will visit 10 cities across America in search of objects with historical importance and unexpected value.

"In America, our national treasures are everywhere," said Thom Beers. "But the history books only tell part of the story. We are excited to partner with National Geographic Channel to uncover the hidden collectibles and heirlooms which tell incredible stories of the people of this great country throughout our history."

National Geographic Channel is asking viewers in the 10 preselected cities to submit their family heirlooms, found objects, and other perceived treasures online at [www.natgeotv.com/losttreasures](http://www.natgeotv.com/losttreasures) for a chance to be a part of the series.

"The more unusual, the more unique, the more mysterious, the better," added Michael Cascio, Senior Vice President of Content for NGC. "I don't think people actually realize the historical significance, and potential financial value, of items which have been passed down generation to generation. Now is their chance!"

Five to six objects per city will be chosen to be featured in the show, and the two series hosts, with the aid of key staff from a prestigious museum in each city and other independent experts and appraisers, will investigate the object further to reveal the story behind the artifact as well as its worth. Each episode will also take viewers on a behind-the-scenes look at museum research facilities, advanced equipment and authentication teams as we investigate each potential American treasure.

At the end of each episode, owners and their families will gather back at the museum to learn the true story behind their treasured objects. Top possessions featured in the series will receive \$10,000 as special recognition for the importance of their artifact in American history.

CONTINUES...

Cities include:

- Los Angeles, CA – November 7, 2011
- Santa Ana, CA – November 14, 2011
- New Orleans, LA – November 29, 2011
- Savannah, GA – December 5, 2011
- Austin, TX – January 5, 2012
- Kansas City, MO – January 11, 2012
- Philadelphia, PA – January 23, 2012
- Winterthur, DE – January 29, 2012
- Detroit, MI – February 13, 2012

For more information, visit [www.natgeotv.com/losttreasures](http://www.natgeotv.com/losttreasures).

**America's Lost Treasures** is produced by Thom Beers' Original Productions, a FremantleMedia Company. For Original Productions, executive producers are Thom Beers and Philip D. Segal; co-executive producers are Gayle Gilman and Jeff Conroy. For the National Geographic Channel, executive producer is Kathleen Cromley and executive vice president of programming is Michael Cascio.

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#### **National Geographic Channel**

Based at the National Geographic Society headquarters in Washington, D.C., the National Geographic Channels US are a joint venture between National Geographic and Fox Cable Networks. The Channels contribute to the National Geographic Society's commitment to exploration, conservation and education with smart, innovative programming and profits that directly support its mission. Launched in January 2001, National Geographic Channel (NGC) celebrated its fifth anniversary with the debut of NGC HD. In 2010, the wildlife and natural history cable channel Nat Geo WILD was launched, and in 2011, Spanish language network Nat Geo Mundo was unveiled. The Channels have carriage with all of the nation's major cable, telco and satellite television providers, with NGC currently available in more than 71 million U.S. homes. Globally, National Geographic Channels International is available in more than 380 million homes in 163 countries and 37 languages. For more information, visit [www.natgeotv.com](http://www.natgeotv.com).

#### **Original Productions, a FremantleMedia Company**

Founded by Thom Beers, Original Productions ([www.origprod.com](http://www.origprod.com)) produces authentic nonfiction programming featuring everyday heroes in extraordinary situations, including Emmy® Award-winning *Deadliest Catch*, *Ice Road Truckers*, *Ax Men*, *Black Gold* and instant rating hit *Storage Wars*. Beers' steadfast focus on top-notch storytelling with engaging personalities in high-risk circumstances has produced more than 1,200 hours of original programming. In February 2009, a majority stake in the 12-year-old-company was purchased by FremantleMedia ([www.fremantlemedia.com](http://www.fremantlemedia.com)), one of the leading creators and producers of worldwide entertainment brands.

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