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FOR IMMEDIATE RELEASE

A New Wave of Family-Friendly Interactive Programming is Coming to Twitch with  
**ADVENTURES OF EM.**

Nestled in Chicago's developing Fulton Market neighborhood sits the three-time Emmy Award-Winning studio, Threaded Films, the home base of **Project Adventure, Inc.** For the past eight months, a collection of streamers, performers, programmers, filmmakers, and designers have been hard at work collaborating on a new kind of out-of-this-world interactive, family-friendly program—a show where YOU, the audience, can directly interact with the story, LIVE!

*Adventures of Em* is the first interactive show for families on Twitch with stories that include puppets, stop-motion, animation, and live performances. The show premieres January 5, 2019 and follows Em as she travels through time and space, live-streaming her adventures to audiences across the universe. The viewers are able to interact with the show, making each episode a unique experience.

It is a throwback to the Jim Henson era of storytelling with a modern, interactive twist. Show creators Ross Gerbasi and Red Clark (*Gray Matter*) began the project out of love for the shows they grew up watching.

*“Adventures of Em is a love letter to shows like *Fraggle Rock*, *Pee Wee’s Playhouse*, and *Mister Rogers’ Neighborhood*,”* said co-creator Red Clark. *“We want to entertain audiences with that same kind of energy, passion, and heart, while also reintroducing the showmanship that comes with live performances.”*

Twitch is the perfect platform for an innovative show like *Adventures of Em* because it offers a combination of live content and endless possibilities for interactivity. *“By leveraging the new Twitch Extension platform, viewers are able to not only explore stories, but control them as well,”* explained co-creator Ross Gerbasi. *“Twitch is the only platform to provide this kind of interactivity.”*

