



Media contact:
Jennifer Beese
jenn@adventuresofem.com
<https://adventuresofem.com>

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.”*

With most content being downloaded or streamed, live programming has been all but forgotten. Clark and Gerbasi believe shows like *Adventures of Em*, the first of many interactive shows the team has planned, will thrive on Twitch.

To help bring that interactivity to *Adventures of Em*, Project Adventure, Inc. has partnered with Chicago-based company Warp World, which specializes in the technical development of interactive experiences for live content. The Warp World team is responsible for the highly successful Twitch extension, Crowd Control.

“We are not simply looking to create a show, but rather to build a community that shares in the adventure of creating content and telling stories that matter,” Gerbasi said. “In this golden age of a digital content creation, there is this need for interactive content of substance.” *Adventures of Em* will create a diverse, quality experience that is built for today’s digital audience. The result is a mash-up of *Sesame Street*, *Saturday Night Live*, and a choose-your-own-adventure story.

Adventures of Em premieres during the [Super Funiverse](#) block of content on Twitch on Saturday, January 5, 2019 at 10 am CST.

Twitch: [twitch.tv/adventuresofem](https://www.twitch.tv/adventuresofem)

Facebook: [facebook.com/adventuresofem](https://www.facebook.com/adventuresofem)

Instagram: [@iggyandem](https://www.instagram.com/iggyandem)

Twitter: twitter.com/adventuresofem

Web: <http://adventuresofem.com>

Exclusive interviews available on request.

