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## **AMT leaps onto nationwide stage**

ELKINS, W.Va. – Over the past four years, American Mountain Theater has proved exceptionally successful at bringing people from around the country to see its world-class show. Now the talented cast will be taking its show into homes across America.

Starting in January 2012, AMT will broadcast weekly 30-minute shows on RFD TV, one of the fastest-growing cable TV networks in the United States. Kenny Sexton, president and producer of the music and comedy variety show in Randolph County, said taking AMT nationwide was a goal from the start.

RFD already broadcasts similar high-quality shows such as the Marty Stuart Show and Branson's The Presley's.

“We’re incredibly honored and blessed to have a nationwide network recognize what American Mountain Theater and its talented cast offer right here in West Virginia,” Sexton said. “We look forward to sharing our music and comedy on a national stage.”

AMT will produce the show through its new subsidiary, Freshest Sound Productions, and deliver “TV-ready” segments to RFD-TV. Shows will run 52 weeks a year, with each episode running two times in a week. A total of 26 new shows will be produced annually.

In addition to the show itself, AMT will be selling four minutes of advertising as part of the production. The goal is to make the entire half hour a showcase of reasons to visit West Virginia.

“This state and its people have been great to us, and we want to use the broadcast as a showcase to bring even more people to this beautiful area,” said Meggan Sexton, vice president of operations for American Mountain Theater. “West Virginia has so much to offer, and we know people around the country will respond to an invitation.”

RFD reaches more than 41 million U.S. households and has 13.2 million adult viewers weekly. It's carried by every major distributor, including Comcast, Time Warner, DirecTV, Dish Network, Charter and Suddenlink, among many others. According to Nielsen Media Research, RFD-TV is the No. 1 cable network for the adult 50+ audience.

Much like AMT itself, RFD has experienced tremendous growth since 2007, with viewership up 74 percent. Most shows focus on agriculture and rural life, with a strong musical and entertainment component including country, bluegrass and gospel music plus jokes that hit at the heart of the heartland.

According to Sexton, the contacts at the network are excited to be adding AMT's talents to their lineup. "We know the RFD-TV viewers will appreciate the quality, and we look forward to showcasing the best West Virginia has to offer."

AMT, known as "the Freshest Sound in the Mountains," has established itself as one of the state's top tourist attractions. More than 200 shows are performed each year in the company's 527-seat, \$1.8 million theater in Elkins' historic Railyard.

The overall number of attendees has tripled from 2007 to an expected to nearly 37,000 in 2011, with many of those people spending time shopping, dining and taking scenic train rides during their stays. About half of AMT's customers come from outside West Virginia, representing 43 states and 12 foreign countries.

The West Virginia Division of Tourism in 2010 recognized AMT's quality and contributions to the region with the coveted Mountain State Award, which recognizes, "the facility that stands above the rest in excellence in programming, distinctiveness, marketing efforts and economic impact."

In addition to its signature two-hour Premier Show, AMT offers an educational and exciting History of American Music Show, an amazing Christmas Spectacular and an inspirational Southern Gospel Concert Series.

"The state of West Virginia is incredibly fortunate to have a destination attraction such as American Mountain Theater," said Betty Carver, West Virginia Tourism Commissioner. "We look forward to having this new partnership with RFD-TV bring even more visitors to our mountains."

Sexton said he expects to see continued growth for both AMT and the state's tourism industry as a whole.

“All of these great things have taken place in fewer than five years,” Sexton said.  
“I truly believe that the sky’s the limit for both AMT and the state of West Virginia.”

AMT offers information and merchandise on its website,  
[www.americanmountaintheater.com](http://www.americanmountaintheater.com). You also can purchase tickets through the website  
or by calling 1-800-943-3670.

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