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## **PBS and WGBH join forces to launch a major new, prime-time series with MARKET WARRIORS**

**Monday, July 16, 2012 at 9/8C PM on PBS**

### **MARKET WARRIORS brings the bustle, energy and competition of a live flea market to the screen**

**FOR IMMEDIATE RELEASE: May 16, 2012**—From the producers of ANTIQUES ROADSHOW, the hit PBS series and the forerunner of television's popular antiques and collectibles genre, comes a new adventure for treasure seekers: MARKET WARRIORS. Premiering **Monday, July 16, at 9pm following ANTIQUES ROADSHOW**, MARKET WARRIORS follows antiques pickers—Bob, John, Kevin, and Miller—on a nationwide treasure hunt, scouring flea markets for antiques and vintage valuables with an eye toward selling their finds for profit at auction. Over the course of 20 one-hour episodes, viewers will get to know the pickers, enjoy an up-close look at the fierce competition in each episode and obstacles they face in the marketplace each week, and make their best guesses about who will come out ahead at the end of each episode.

“With MARKET WARRIORS, we wanted to turn the lens on the antiques pickers themselves,” says series executive producer Marsha Bemko. “Our pickers aren’t your amateur weekend-flea-market hobbyists. They are pros looking to turn a profit in a highly competitive setting where the element of chance and a little luck sometimes trump expertise.”

“MARKET WARRIORS is a perfect complement to ANTIQUES ROADSHOW, building on our audience’s passion for history and antiques. Together they offer an addictive two hours of flea markets, antiques and unique finds,” said John F. Wilson, Senior Vice President & Chief TV Programming Executive.

### **Meet the Pickers:**

**Kevin Bruneau** has owned and operated an antiques business for more than two decades and is fluent in the world of buying and selling antiques and collectibles in the online marketplace. When he’s not travelling with his fellow MARKET WARRIORS, Kevin is on the road hundreds of miles per week in search of antiques and the next, great find. Kevin lives and works in Rhode Island.

**John Bruno** is an industry veteran: an antiques and collectibles dealer and collector for 40 years, and an appraiser for more than 25 years. Along with his wife Tina, he runs one of the largest antiques show promotion/management organizations in the Northeast. John is a native New Yorker and currently lives in New Hampshire.

**Miller Gaffney** has honed her eye for antiques and collecting over the years at places such as Sotheby's Institute of Art. She is a certified member of the Appraisers Association of America and the proprietor of an art advisory which she founded in 2006. Miller is a native of South Carolina.

**Bob Richter** comes to MARKET WARRIORS as a lifelong collector and with the sensibility of an interior designer. Bob lives in New York City where he is a regular at local flea markets and furniture shops. Bob is originally from Pennsylvania.

## **About MARKET WARRIORS on PBS**

In each episode, four pickers travel to different market locations across the country to purchase certain items with a set amount of money. As the pickers get to work, off-screen host Mark L. Walberg offers his unique know-how and energetic commentary throughout each episode. Viewers will learn not only about different objects and their history; they'll also see the competitors apply their knowledge and skills to real financial transactions. Along the way, we will get to know our pickers, learn about what they bought and why through individual interviews, and discover the current value of the objects as only the marketplace can determine.

The sale of our pickers' items takes place at an auction on a different day, in a different location. All four competitors will watch the auctioneer take charge of the bidding and the picker whose objects earn the highest total profit at auction is the winner of that episode.

## **The MARKET WARRIORS website – [pbs.org/marketwarriors](http://pbs.org/marketwarriors)**

The MARKET WARRIORS website on PBS.org is the online platform for engaging and informing MARKET WARRIORS fans. The site will highlight the broadcast, with tune-in information, streaming full episodes, and episode guides. The site, found at [pbs.org/marketwarriors](http://pbs.org/marketwarriors), will extend and enhance the broadcast experience through web-exclusive videos and profiles with the series' expert pickers—Bob, John, Kevin and Miller.

The MARKET WARRIORS blog will provide the latest behind-the-scenes news from the series, articles about featured objects from the episodes, plus insights and tips from the world of antiques and flea markets. Polls, quizzes, and questions will prompt site visitors to share their thoughts, and a “winners and losers” feature will further encourage audience participation by tracking each picker's season-long successes and failures. MARKET WARRIORS web content will be shared via social media channels, and fans can contribute to conversations on Facebook, Twitter, and share their own favorite flea market finds on the series website.

## **About PBS**

PBS, with its nearly 360 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and online content. Each month, PBS reaches nearly 123 million people through television and more than 21 million people online, inviting them to experience the worlds of science, history, nature and public affairs; to hear diverse viewpoints; and to take front-row seats to world-class drama and performances. PBS' broad array of programs has been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn to PBS for digital content and services that help bring classroom lessons to life. PBS' premier

children's TV programming and its website, [pbskids.org](http://pbskids.org), are parents' and teachers' most trusted partners in inspiring and nurturing curiosity and love of learning in children. More information about PBS is available at [www.pbs.org](http://www.pbs.org), one of the leading dot-org websites on the Internet, or by following PBS on Twitter, Facebook or through our apps for mobile devices. Specific program information and updates for press are available at [pbs.org/pressroom](http://pbs.org/pressroom) or by following PBS Pressroom on Twitter.

## About WGBH

WGBH Boston is America's preeminent public broadcaster and the largest producer of PBS content for TV and the Web, including *Masterpiece*, *Antiques Roadshow*, *Frontline*, *Nova*, *American Experience*, *Arthur*, *Curious George*, and more than a dozen other prime-time, lifestyle, and children's series. WGBH's television channels include WGBH 2, WGBH 44, and the digital channels World and Create. WGBH TV productions focusing on the region's diverse community include *Greater Boston*, *Basic Black*, and *High School Quiz Show*. WGBH Radio serves listeners across New England with 89.7 WGBH, Boston Public Radio; Classical New England; and WCAI, the Cape and Islands NPR® Station. WGBH also is a major source of programs for public radio (including *The World*), a leader in educational multimedia (including PBS Learning Media, a free online service providing the nation's educators with curriculum-based digital content to meet 21st-century learners' needs), and a pioneer in technologies and services that make media accessible to the 36 million Americans who are deaf, hard of hearing, blind, or visually impaired. WGBH has been recognized with hundreds of honors: Emmys, Peabodys, duPont-Columbia Awards...even two Oscars. Find more information at [www.wgbh.org](http://www.wgbh.org).

For more information about MARKET WARRIORS, visit **[pbs.org/marketwarriors](http://pbs.org/marketwarriors)**.

Press materials, including video previews and downloadable photos, are available at **[www.pbs.org/pressroom](http://www.pbs.org/pressroom)**.

MARKET WARRIORS is produced for PBS by WGBH Boston. The Executive Producer is Marsha Bemko and the Senior Producer is John Kalish. MARKET WARRIORS is sponsored by PBS through the support of public television viewers.

MARKET WARRIORS is closed-captioned for viewers who are deaf or hard-of-hearing by The Caption Center at WGBH Boston.

**May 2012 / Revised August 2012**

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