



CONTACTS: Brian Rossiter
Senior publicist
215-351-2066
brossiter@whyy.org

Kate Hathaway
WGBH Boston
617-300-5305
kathryn_hathaway@wgbh.org

Laura Garvey
WGBH Boston
617-300-5342
laura_garvey@wgbh.org

**PBS' MAJOR NEW PRIMETIME SERIES *MARKET WARRIORS*
KICKS OFF ITS PREMIERE SEASON IN PENNSYLVANIA**
Series Premieres July 16 at 9 p.m. on WHYY-TV

PHILADELPHIA, June 26, 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*.

Market Warriors filmed two episodes at two local antiques markets: Renninger's in Adamstown and the Phila Flea Market in Philadelphia. Viewers will be able to get their first taste of *Market Warriors* and see some of the treasures that were found here when "Antiquing in Adamstown, PA" and "Antiquing in Philadelphia, PA" premiere on Monday, July 16, and Monday, July 23, at 9 p.m. on WHYY. Viewers will also get an exclusive behind-the-scenes look at the Pennsylvania based shoots on PBS.org/marketwarriors closer to the broadcast.

"It made sense to kick off *Market Warriors* with stops in Philadelphia and Adamstown," says series executive producer Marsha Bemko. "Both are known nationwide as being hotbeds for antiques and collectibles so where better for our pickers to start their nationwide treasure hunt than in what many consider to be the antiques capital of the country?"

Market Warriors follows antiques pickers — Bob Richter (an Allentown, Pa., native), John Bruno, Kevin Bruneau and Miller Gaffney — 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.



Fred Willard (*Best in Show*, *Modern Family*) is *Market Warriors*' off-screen host, offering wry commentary throughout the show. As host, the show is filtered through his eyes.

About the Pennsylvania episodes:

Ep. 101

"Antiquing in Adamstown, PA," the series premiere episode

WHYY broadcast date: Monday, July 16, at 9 p.m.

In the series premiere episode of *Market Warriors*, our four pickers (Miller, John, Bob and Kevin) head out to Lancaster, Pa., home to Renninger's Adamstown — a large indoor-outdoor flea market where they will be challenged to find mid-century modern items amid the Pennsylvania Dutch antiques. Fred Willard injects quick wit and a collector's knowhow as off-screen host as the pickers scour the market for key finds, which include an Eames chair, Moss floor lamp and a Tiffany® jelly jar. The winning picker is determined at A.N. Abell Auction Company in Los Angeles, Calif., where their chosen items go under the hammer.

Ep. 102

"Antiquing in Philadelphia, PA"

WHYY broadcast date: Monday, July 23, at 9 p.m.

This week on *Market Warriors*, our pickers (Miller, John, Bob and Kevin) are in the City of Brotherly Love working in close quarters at the 60-vendor Phila Flea Market. Working within their fixed budgets, the challenge is to find costume jewelry with an eye toward selling their finds for profit at auction. And as off-screen host Fred Willard explains, one picker will make a fatal mistake. Notable picks include a set by the French jeweler Marcel Boucher and additional items such as a Playboy™ ice bucket and a Japanese mixed metal vase. It becomes clear whose strategy is working best when the items are auctioned at A.N. Abell Auction Company in Los Angeles.

For more information about *Market Warriors*, visit PBS.org/marketwarriors.

Press materials, including video previews and downloadable photos, are available at PBS.org/pressroom.

Market Warriors is produced for PBS by WGBH Boston. The executive producer is Marsha Bemko and senior producer is John Kalish. *Market Warriors* is sponsored by PBS through the support of public television viewers.

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