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NEWS FROM CNW GROUP

Pimpmylift.ca Becomes a Reality Show

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MISSISSAUGA, ON, May 9 /CNW/ - The pilot premiere of Forked Up, a sexy new reality show, drew an audience of 400 to the Mississauga Silver City theatres last Wednesday night. The star? A hot, customized forklift truck.

Riding a wave of worldwide attention since its launch last year, MasterLift's sensational pimpmylift.ca campaign has propelled the once mundane equipment industry into the media eye. After igniting the forklift revolution in 2007 with its colourful web campaign, MasterLift now turns to TV, taking viewers behind the scenes to meet the innovative team whose eye-catching custom lifts have been turning heads.

"I believe it's going to be a great success," said Cindy Csordas of CHCH TV. "I love the fast paced editing and quick shot sequencing."

Produced by award winning Bradford Productions of Toronto, Forked up is an up close and personal look at the colourful characters at MasterLift who transform beaten up, haggard-looking forklifts into cool machines with hot paint jobs and chrome accessories. Bradford is known for producing many well known programs including the wildly successful "Motoring" as seen on TSN for the last twenty years.

"This project is exciting, fresh and fun and it's the only show of its kind," says Brad Diamond, executive producer. "Not only will it attract those familiar with the forklift world, but anyone who's ever worked in a factory or warehouse; and that's a huge audience."

The show also takes viewers on the road to pimpmylift.ca promo events, concerts, charity events, candid scenes of forklift repossessions and even pauses for memories of celebrities who used to drive forklifts.

"Bradford Productions has created a show that will appeal to everyone," says Gary Wilson, president of MasterLift. "The Forked Up pilot was test marketed to males and females with ages ranging from 14 to 70, and without exception they wanted to see more."

