



Background on Rock The Yacht

Music veteran Patrick Armstrong, who discovered Lynyrd Skynyrd, Quiet Riot, Molly Hatchet and guided the careers of Hector “Macho” Camacho and Steven Segal among others, is once again searching for raw talent while developing a unique storyline for his new reality television series *Rock The Yacht*. The show, which is currently in development and being pitched to networks, is a character development show that chronicles the lives and objects of his affection; yachting, music and the people that help him make it happen. There is no shortage of boats and people that are in need of some rehab. Co-Created by boat builder, Yacht Captain and movie man Mark Badger, whose credits include working as a Marine Coordinator on feature films *Bad Boys II*, *All About the Benjamin's*, *From Justin to Kelly*, *Miami Vice*, *CSI Miami* and *Into the Blue*, the show is a boater's dream allowing viewers to dive into the world of rehabbing and refitting boats. Also adding his creative power to the project is up and coming Creative Director, Rafael F. Luciano whose recent collaboration with Patrick J. Armstrong and Corday Cardwell resulted in the *Endless Love* music video, featured on CNN Latin America and MTV Latino. The video continues to gain support for the group as the number one requested tropical music video on MTV Latino, for charting Latin artist *Uno43*.

A unique lifestyle reality series, *Rock The Yacht* uncovers the behind the scenes lives of marine industry professionals, highlighting a number of family owned and operated companies

including; **H&R Marine Engineering, Unlimited Marine Services, Leon's Marine Services and WoodChuck Wood shop**, each a specialist in their field. The series unique authentic American apprenticeships resemble father and son relationships, whose work on restoring and repositioning luxury yachts and boats create dynamic interactions worth watching. Amid the restoration of boats the show highlights the lives of the professionals who recreate and restore each vessel, their working environment, and what life **in an eco-friendly and green shipyard such as the Lauderdale Marine Center is really like.**

Viewers will discover that in the middle of the billion dollar music and marine industries dwells a community of working musicians and artisans whose blue collar work ethic and love turn trash into treasure. Unlike most lifestyle reality shows that focus on a single subject and their outrageous, opulent lifestyle, *Rock the Yacht* is the story of a simple man whose search for significance is found in the lives of the people he helps. This is a unique view of two dynamic industries that goes beyond the glitter and posh of parties and big boats to feature the work that goes into making something new for the first time, and great for a second time. The daily grind of executives and shop owners, the search for talent, and the unexpected, heartfelt breaks that up and comers get from people like Patrick and others, show that good people can change your life.

Created to feature specific trades, the series will cleverly teach the audience the tools of each profession through advance motion tracking and animation, giving craftsmen and technophiles the most in depth view of boats and music ever shown in a reality series. It is eye candy for music and science geeks and a feast for the curious mind. The show presses through the crowd of reality television to create a living, heartfelt experience that is a collision of *American Restoration* and *The Big Bang Theory* with quirky facts, dry humor and character's that seem so unique you'll never be able to forget them.

END

For more information about Rock The Yacht, please contact
Mark Badger
Rock The Yacht
Tel: 954 591 4298
Email: info@rocktheyachttv.com
www.rocktheyachtTV.com

For more information about press relations, please contact:
Sharon Phillips
FMI Marketing
Tel: 954 540 1896
Email: Sharon@fmi-marketing.com