



## **Blue Truck Media Revs Up South Florida Production**

FORT LAUDERDALE, FL (Jan. 3, 2013) – Blue Truck Media Incorporated, a new, multi-faceted entertainment company, launched to drive production business into Florida through content creation and servicing of corporations.

As a content provider, the company focuses on introducing inspirational story lines to the forefront of the entertainment industry through original television programming, screenplays and books.

“With so many negative images and stories in today’s media, Blue Truck’s ultimate goal is to develop quality programming that enriches, inspires and enhances viewers’ lives,” said Kristin Pelletier, president of Blue Truck Media Incorporated.

Blue Truck’s unique concepts are targeted to a family audience. Each project integrates an inventive and artistic style that includes ‘audience interaction’ components to engage viewers and entice program sponsors.

In addition, the corporation’s production entity will offer customized broadcast-quality video production to corporations of all sizes.

“As consumer taste changes to a more visual focus, companies must tailor their content to stay competitive,” said Pelletier. “Every company has a unique story – Blue Truck helps them tell it.”

Pelletier, an award-winning producer, has more than 20 years experience in the marketing and production industry.

For more information regarding Blue Truck Media, visit [www.bluetruck.tv](http://www.bluetruck.tv).

Blue Truck Media, Inc. is a Florida-based corporation specializing in the creative development of original screenplays, television programming and books, and offers customized video production to corporations.

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