



## **Resort Sports Network (RSN) Debuts *Thrill Seekers*: 30 Minute Program Puts a Human Face on Adventure Sports**

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Portland, ME ([PRWEB](#)) January 25, 2005 -- Resort Sports Network (RSN) has introduced a new thirty-minute show to its programming line up that profiles thrill-seeking individuals and the adventure sports that attract them. RSN airs in more than 100 mountain and beach resorts around the country, and features local programming to inspire and inform vacationers in the area.

In each episode, host Jessica York introduces viewers to the people who seek thrills in sports ranging from Indy-style automobile racing to 50-way skydiving to BASE (building/antenna/span/Earth) jumping.

York goes behind the scenes to talk to people who pursue adventure sports to learn about their preparation and training. Whenever she can, she also goes along for a ride. In the first episodes, for example, York straps herself into a Champ Car and a miniature in-car camera over her shoulder lets viewers vicariously experience the thrills of driving a race course at 173 miles per hour. In another episode, she takes viewers along on a skydive, jumping from a plane two miles above the ground.

"We developed this program to introduce viewers to activities that might be outside of their own experience," said Towle Tompkins, director of TV operations and programming for RSN. "Since our viewers are already primed for recreation, we thought this might be a fun way to get them in the mood for their own adventures."

The program aims to connect with viewers in a personal way, said Tompkins, by putting a human face on sports where participants are often obscured by helmets and gear.

Thrill Seekers airs twice per month on the RSN network.

RSN reaches as many as 55 million people in more than 100 mountain and beach resort communities around the country. RSN works with Nielsen Media Research to collect ratings data and Management Science Associates to report ad impression delivery. For more information, go to [www.rsn.com](http://www.rsn.com) or call 800-653-0697.

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