



## Nike Gears Up With Rawlings And Hummer To Sponsor TV's Hottest New Teen TV Drama 'Palmetto Pointe'

*Sky Entertainment Group Says 'the sky's the limit in TV Wars' -- Hot TV drama series 'Palmetto Pointe' begins filming Friday, July 15th and debuts in August.*

Hollywood, CA ([PRWEB](#)) July 16, 2005 -- When you want to learn baseball you bring in a professional player to show you how to pitch, and when you have one of the hottest teen dramas, you want the hottest products that teens buy sponsoring your show. The producers of "Palmetto Pointe", one of the hottest teen dramas since "90210", have done both.

Sky Entertainment Group announced today that three corporate giants- Nike, Rawlings and Hummer, have signed a contract to sponsor "Palmetto Pointe", TV's hot new teen drama series, which debuts in August, airing Sunday nights at 8:00 p.m. ET/PT on i.

"We believe we have a quality show, and we're excited that Nike, Rawlings and Hummer, which are quality products are sponsoring our show," said Executive Producer John Cleveland Kearns.

Cameras begin filming this Friday, July 15th in Charleston, South Carolina. Filmed on the Lowland's of South Carolina, the TV series follows six high schoolers heading off to college, telling the story based on true life experiences.

"Palmetto Pointe", which is already being compared to hit TV dramas, such as "90210" and "Dawson's Creek," is taking prime time TV executives storm.

Some of the scenes will be filmed at the Summerville-based ITS International Talent Studios, while other scenes will be shot on location in various low country spots, including the popular beaches and Joe Riley Stadium, home of the Charleston Riverdogs baseball team. One of the episode's main characters Tristan Sutton (Timothy Woodward, Jr.) is a minor-league baseball player who comes back to his hometown of Palmetto Pointe to face his demons and to play the game of his life.

It's the first TV series filmed in the Palmetto State. "This dynamite new cast that has been called "excellent" by the Reel Carolina Film and Television Journal, is sure to attract a large young audience," said Kearns. Timothy Woodward, Jr. and Brent Lovell are just two of the hot upcoming young actors that "Palmetto Pointe" has to offer. Casting Director David Schifter has referred to them as the "Ben Affleck and Matt Damon" of the Carolinas.

The show is tackling trendy, traditional and hot button social issues such as teen pregnancy, date rape, alcoholism, beach parties and making it through college exams.

"These are near and dear to the hearts of today's young adults, and the targeted audience will identify with its characters and episodes. Unlike other TV shows, our shows are based on real life situations, the true cultural shock experiences of diving into college right out of high school," explained Kearns who's filming in Summerville, South Carolina. "We're targeting all of the demographics and social issues that hit home."



The first show deals with child abuse. Sky Entertainment Group filmed the pilot in Myrtle Beach, South Carolina and Wilmington, North Carolina. "Palmetto Pointe" was originally filmed in North Carolina, but Governor Mark Sanford recently signed into law, tax breaks and rebates to production companies that film TV shows, movies and commercials in the state.

"Palmetto Pointe" takes you on a journey with six recent high school graduates heading off to college. The cast features several hot new and upcoming stars along with some well known stars from other hit teen shows, including Nina Repeta, who played Bessie Potter actress Katie Holmes' sister in "Dawson's Creek."

Behind the scenes is where another TV drama and battle is brewing over big filming dollars. North Carolina and South Carolina are trying to keep two competing productions in their territory. Warner Bros.' "One Tree Hill" series in North Carolina has been renewed for only one more year.

However, "Palmetto Pointe," the South Carolina rivalry heats up over TV teen dramas and the show producers know the tide is in their favor. "If our show can affect just one person's life in a positive way, then we've done our job," said Tim Woodward, Jr. "Let the TV wars begin."

[Editors: For national media interviews, images, trailers, contact George McQuade, MAYO Communications 818-340-5300 or 818-618-9229]

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