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## press release.

M3creative announces new TV show production for Cape Ann TV:



Videographer and digital media producer Matthew Morris announces his first television show production, "Awesome Gloucester." Produced via his media company M3creative, it was written and scripted in the style of "Dirty Jobs with Mike Rowe" and "Rick Steve's Europe," where the show has a host to guide the viewers into the show while he/she has a hands-on experience with the subject. As a resident of Gloucester and a member of Cape Ann TV, Morris identified an opportunity to create a high-quality travelogue style show that showcased different traditional, unique, and artisan processes and products local to the Cape Ann area.

The first episode features the daily bread baking process at Virgilio's Bakery & Deli, a tour of children's activities at Maritime Gloucester, and a tour of the distilling process at Ryan & Wood Distillery. Thespian and educator David Wesson hosts the show, bringing his genuine interest and humor on screen. The "Awesome Gloucester" production crew is made up of Michael Kelly (sound) and Henry Cooper (2<sup>nd</sup> camera), also videographers in the Cape Ann area.

Morris has found the station staff at Cape Ann TV to be very cooperative and enthusiastic about the show. From borrowing equipment to helping promote Awesome Gloucester, Cape Ann TV has been very supportive for this type of original programming. Morris and his crew are excited about the positive responses delivered via Cape Ann TV and directly to M3creative about the premiere episode.

Although unrelated to the existing Awesome Gloucester Foundation, which bestows monthly micro-grants to entrepreneur projects in Gloucester, the Awesome Gloucester TV show has been a finalist to receive said grants. Morris and crew have been happy that so many people were supporting the mythos of the show

before it was even released. The purpose of the show was to showcase local establishments, craftsmen, and artisans in Gloucester with a unique, educational, and fun perspective. The first subjects of the pilot episode (Virgilio's, Maritime Gloucester, Ryan & Wood, The Diving Locker) were happy to be part of the show. The content of the show also prompts a call to action, where viewers can contact M3creative for ideas and suggestions. Currently, Morris is exploring different vehicles for funding the show's operating budget, such as sponsorships, crowd funding campaigns, and grants.

The first episode of Awesome Gloucester will run on a Cape Ann TV, which is Comcast channel 12. The online streaming of the episode will be launched via M3creative's YouTube channel on July 17th.

Cape Ann TV broadcast schedule:

Thursday @ 7:00pm

Friday @ 3:30pm

Sunday @ 5:00pm

Visit [www.mthreecreative.com](http://www.mthreecreative.com) for more information on the show, including a production blog, official social networking sites, and direct contact with Matthew Morris and M3creative.