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MAGNET MEDIA ORIGINALS LAUNCH FIRST WEB SERIES “SOCCER ACADEMY”

Premium Micro-Documentary Series

NEW YORK, NY, September 24, 2013—On Tuesday, September 24th, Magnet Media Originals, a division of Magnet Media, will launch their first web series, “Soccer Academy.”

As announced during the 2013 NewFronts, “Soccer Academy” is an up close and personal look at the aspiring young soccer players and parents of one of the oldest and most prestigious U.S. soccer clubs, New York’s Blau Weiss Gottschee. “Soccer Academy” tells the story of 5 players on the Blau Weiss Gottschee team, sponsored by Puma. Produced by MMO and KickTV, the series will be distributed on YouTube, Blip and Sports Illustrated for Kids.

Watch all 5 episodes now at <https://www.youtube.com/user/SoccerAcademySeries/featured>

Magnet Media Originals is a next-generation digital content studio founded by Megan Cunningham, CEO of Magnet Media, and overseen by Drea Bernardi, Director of Content Development for Magnet Media Originals. The platform develops and produces high-quality originals packaged with talent, influencers, audience, and distribution—backed by sound data and maximized for paid, owned, and earned media.

“We’re thrilled to unveil Magnet Media Originals’ first official series to the public and industry alike,” shared Bernardi. “Soccer Academy’ is a true labor of love, and exemplifies our commitment to telling stories that are truly ‘fueled by passion’ and that connect engaged audiences and brands in authentic and compelling ways. This is only the beginning, and we can’t wait to share all the great content on the horizon.”

Only Magnet Media Originals are fueled by the stories of dreamers, risk takers, voices, and passion—packaged with authentic audiences and optimized distribution. Their award-winning programming is thoughtful, savvy, and presents the best brand opportunities for advertisers.

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Watch the Magnet Media Originals launch trailer at: <http://youtu.be/zKsD6p-hpEw>

For more information visit: <http://magnetmediafilms.com/>

MAGNET MEDIA is the market leader in providing content solutions for brands. We produce video and social programs for our clients and strategically deploy them to engage audiences. We specialize in telling the brand's story by producing and syndicating compelling video and interactive content, using social platforms to help brands share their story, reach and engage their target audiences, and ultimately drive actions that deliver on business results. Our strategic and creative capabilities have kept us at the forefront of digital media for over 13 years, working side by side with the biggest brands in the world, helping them derive true business value from content solutions.

Our clients include Google, NBC, DreamWorks Animation, Amazon, Xbox, Showtime, Microsoft, ABC, The Associated Press and many other world class brands.

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