

Contact: Damien Henderson
Tel: 212.457-6500
Email: dhenderson@mrwonderful.tv

FOR IMMEDIATE RELEASE

“MR. WONDERFUL HAS CREATED THE *AVATAR* OF SHOW OPENS.” – STEPHEN COLBERT

NEW YORK, NY -

The Colbert Report, the Emmy and Peabody Award winning series on Comedy Central tapped New York based design/production studio Mr. Wonderful to redesign their show open and packaging for the show's fifth season, in conjunction with their transition to High Definition.

The team at Mr. Wonderful, led by Creative Director, Beirne Lowry and Executive Producer, Damien Henderson, set out elevate Mr. Colbert to “superhero” status.

The show open begins with Colbert calling the energies of freedom and liberty, leaping through space in slow-motion waving an American flag, and creating a “new home” for Colbert Nation from the fruits of his patriotic labor.

“The show open is a result of weeks of hilariously entertaining collaborative brainstorming sessions between Stephen Colbert, his writing team and our talented creative staff,” notes Lowry.

“Mr. Wonderful has created the *Avatar* of show opens.” adds Colbert.

In addition to the concept, shoot, animation and effects for the open, the team at Mr. Wonderful refreshed the show's on-air packaging and several set-based elements to reflect the sensationalized patriotic tone of the show, including billowing flags, stars, abstract stripes and of course, an All-American color palette.

The Colbert Report, in HD, with its new open and show package launches on January 4th on Comedy Central.

MR. WONDERFUL is an award winning creative boutique specializing in design, production and animation. Launched in 2005, they collaborate with top-notch clientele in the advertising, feature film and broadcast communities.

THE COLBERT REPORT launched on October 17, 2005. Since its inception, the series has garnered a prestigious Peabody Award for Excellence in Broadcasting in 2008 and 15 Primetime Emmy nominations. Last fall, Colbert and his writing team won the show's first Emmy for Outstanding Writing for a Variety, Music or Comedy Program.

To view the open please navigate to http://www.mrwonderful.tv/colbert_report.html

Client: The Colbert Report
Creative Director/Executive Producer: Stephen Colbert
Co-Executive Producers: Meredith Bennett, Rich Dahm, Tom Purcell
Show Director: Jim Hoskinson

Supervising Producer: Tanya Bracco
Production Manager: Jeremy Tchaban

Production/Design/Animation: Mr. Wonderful
Creative Director/Director: Beirne Lowry
Executive Producer: Damien Henderson
Designers: Joe Boylan, Frank Farella, Lily Feng, Mara Smalley
Animators: Juan Beltre, Joe Boylan, Mike Costabile, Frank Farella, Lolourien Siwu
Editor: David Gioiella
Smoke Artist: Christopher Harrison
DP: Helge Gerull
Line Producer: Steven Holtzman
Associate Producers: Lisa Munoz, Lolourien Siwu

###

