

***“He’s the dinosaur version
of Steve Irwin.”***

–Dennis Kraniak, Fox TV Detroit



In the fall of 2007, Fox TV Detroit tested a six week contest in the State of Michigan where one classroom would win a weeklong dig for dinosaurs in Thermopolis, Wyoming. This pilot was so successful that Fox is launching the contest nationally in the fall of 2008, and expanding it to an eight week contest from October 1 through November 30th, 2008 into 15 of their largest television markets nationwide. Markets include: New York, Chicago, LA, Boston, Philadelphia, Phoenix, Dallas, and more. An offer of participation is made to more than 160 affiliates nationwide.

***“This contest was such an extraordinary success.
10 times the mail-in response of anything Fox TV Detroit had done
previously in Michigan, it was just natural that it would go national.”***

–Brian A. Lewis, Director of Branding & Licensing,
Mackinac Island Press