



Annie Howell/Planet Green  
240-662-4799/cell: 240-893-9757  
[Annie\\_Howell@discovery.com](mailto:Annie_Howell@discovery.com)

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Jaime Yandolino/FerenComm  
212-983-9898/cell: 917-833-8344  
[jaimy@ferencomm.com](mailto:jaimy@ferencomm.com)

**PLANET GREEN'S FRESH AND IRREVERENT SERIES, 'THE FABULOUS BEEKMAN BOYS' PUTS A SPOTLIGHT ON TWO CITY DWELLERS WHO LEAVE EVERYTHING BEHIND TO GO COUNTRY**

*-- World of Wonder Production, Set for Premiere June 16, 2010, Explores How One Couple Takes Their Lives into Their Own Hands, One Goat at a Time --*

Los Angeles, January 14, 2010 -- What do you get when you combine a former Martha Stewart Vice President, a drag queen turned ad exec and *New York Times* bestselling author, an estate and farm in upstate New York, a few quirky neighbors and goats, pigs and a llama to boot? In the case of Planet Green, it's their next primetime docu-series *The Fabulous Beekman Boys*, scheduled to premiere **Wednesday, June 16 at 9:00 p.m. ET.**

*The Fabulous Beekman Boys* is a funny and irreverent peek into the world of Josh Kilmer-Purcell and Brent Ridge, a fish-out-of-water couple who are reviving a farm in upstate NY in order to create a new organic lifestyle brand, 'Beekman 1802'. The series, produced by Fenton Bailey and Randy Barbato's World of Wonder, uncovers how the couple's city slicker skill-set doesn't mean much when it comes to wrangling pigs and making goat's milk cheese.

"We believe that a farm can be much larger than its fences. If someone told us that we'd trade in New York City for eighty goats, two pigs, a dozen chickens and a narcissistic llama, we would have told them that they were crazy," said Kilmer-Purcell and Ridge. "It turns out that we are."

"*The Fabulous Beekman Boys* is an amusing look into Josh and Brent's very unique relationship, their desire to create a business and to transform their lives. Watching it unfold in real time is hilarious and entertaining" said Laura Michalchyshyn, Planet Green, Health, and Fit TV President and General Manager (who recently bought a farm of her own!). "Brent is a quintessential type A personality with a 'my way or the highway' attitude while Josh is a laid back, genteel kind of guy who spends weekends on the farm but is still commuting to work in the city during the week. Their eccentric, extended friends and family dynamic reveals to viewers that trying to live the simple life isn't so simple after all. We can't wait to bring these charismatic new personalities to television."

“They bought the farm...literally!” says co-executive producer Fenton Bailey. “From wrapping 14,000 bars organic goat milk soap to organizing a harvest festival to benefit the nearby town of Sharon Springs, Brent and Josh have their work cut out for them, 24/7.”

*The Fabulous Beekman Boys* documents the adventure of a lifetime, as Brent and Josh try to make their entrepreneurial venture a success without sacrificing their personal relationship. The farm is home to a menagerie that helps produce everything from goat milk soap to cheese, but with Josh still living in the city to earn a paycheck and Brent living full time at the farm dealing with the day to day tasks, the couple have created a recipe for conflict. They try to make the most of their weekends together on the farm now that their getaway has become their latest project, but there's always more work: be it a harvest weekend, book signing or launching a new flavor of cheese. There's a lot on the line but the “boys” are driven to fulfill their dreams.

#### **When Pigs Fly - Episode 101**

With Josh still living in the city to earn a paycheck and Brent living full time at the farm to launch their organic lifestyle brand, the couple tries to make the most of their weekends together on the farm. Brent and Josh welcome two new residents to their growing family as they bring home a pair of baby pigs who seem more than a bit reluctant to join the Beekman menagerie. Later, Josh asks Brent to come into the city for the first reading of his new book, but Brent says he's too busy with the business and Josh is left disappointed. Personal feelings are quickly put aside after Polka Spot, the llama, appears to have become ill after her feeding. Brent's calm doctor skills take over, while Josh sets off in a panic, only to later discover that the llama was simply sunning herself. Josh heads back to the city for the week and has a successful first reading of his book as he recounts the first time he met Brent's former boss, Martha Stewart. When Josh returns to the farm looking forward to a relaxing weekend, Brent has other plans in mind and immediately sets off to do work. Josh can't handle the fact that Brent has turned their weekend getaway into a business and Brent reminds Josh that they have committed to a year of sacrifice to get their company up and running. But Josh threatens that he'd rather not have a business at all if it means having to sacrifice their relationship in the process.

#### **Beekmanpalooza - Episode 102**

In order to bring attention and business to Sharon Springs, as well as to the burgeoning Beekman brand, Brent plans a Harvest Weekend. The 3-day event includes a garden party on the Beekman property, a harvest festival in the village and a feast at the American Hotel. Brent stresses out Josh and Farmer John, wanting to make sure everything will go off as perfectly planned and Josh laments that Brent has no idea how to throw a good party. The garden party goes off without a hitch, but the question of whether people will actually show up to the festival still looms. Josh exchanges his farming attire for an outfit more appropriate for debuting their new Beekman cheese at the harvest festival, while Brent frets about the poor attendance. Eventually, the crowds turn out and the festival is a success. At the harvest feast, Josh is dismayed when Brent announces he didn't get them reservations to the gourmet dinner, because he wanted to sell out all the tickets. Brent and Josh resort to eating a less-than farm fresh meal, but still find that the weekend was, in its own way, pretty perfect.

#### **Unhappy Birthday - Episode 103**

Josh heads home to the Beekman from NYC looking forward to his 40th birthday weekend on the farm. But because Brent has agreed to host the first-ever wedding at the Beekman, Josh's birthday is put on the back burner. Josh has a hard time accepting that the weekend won't be all about him and he freezes Brent out, but his anger is overshadowed by sympathy when the ominous weather threatens to ruin the bride's special day. Brent and Josh pitch in to help with the ceremony, and Josh confesses that his disappointment lies less in the fact that he didn't get a birthday party, and more in that another couple is getting married at the Beekman before themselves. In the end, the

wedding goes off without a hitch and Brent gets back into Josh's good graces with a birthday present that truly takes Josh by surprise.

Dr. Brent Ridge was the Vice President of Healthy Living for Martha Stewart Living Omnimedia and developed Stewart's Healthy Center for Living at Mt. Sinai Hospital in New York. Brent's doctor skills come in handy when the animals on the farm fall ill.

Josh Kilmer-Purcell is the *New York Times* bestselling author of *I Am Not Myself These Days* and *Candy Everybody Wants*. His newest book *The Bucolic Plague: From Drag Queen to Goat Farmer An Unconventional Memoir* (Harper Collins, June 2010, \$29.95), is a look back at his experiences at Beekman Farm over the past year.

***The Fabulous Beekman Boys*** is executive produced by Planet Green's SVP of Production & Development, Jeff Hasler and Executive Producer Lynn Sadofsky. Executive Producers from World of Wonder are Randy Barbato, Fenton Bailey and Tom Campbell. Angela Rae Berg is the Co-Executive Producer & Director. Innovative production company World of Wonder is behind such entertaining hit series as *Tori and Dean: Home Sweet Hollywood*, *RuPaul's Drag Race*, *Million Dollar Listing* and *Man Shops Globe*. In addition, World of Wonder has created award winning films and documentaries such as *The Eyes of Tammy Faye*, *Party Monster* and *Monica in Black and White*. With offices in Hollywood and London, World of Wonder has produced cutting-edge fiction and non-fiction programming for HBO, Showtime, VH1, Sundance Channel, Discovery, MTV, BBC, PBS and Channel 4 UK, and can be found online at its entertainment blog The WOW Report, which boasts 500,000 unique visits per month at [www.worldofwonder.net](http://www.worldofwonder.net).

**Planet Green** is the multi-platform media destination that launched on June 4, 2008. Planet Green is the center for a new conversation, speaking to people who want to understand how humans impact the planet, and showcase passionate people doing forward thinking things.

Planet Green and its two robust websites [planetgreen.com](http://planetgreen.com) and [TreeHugger.com](http://TreeHugger.com), offer unique, original, insightful, inspiring, and entertaining content related to how we can evolve to live a better, brighter future. Planet Green's unique programming, digital tools, and content will enlighten, empower and most certainly, entertain.

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