



FOR IMMEDIATE RELEASE

PEOPLE OF YANKTON

Production Official Statement

J. A. Sanchez, Executive Producer

Orlando, FL- Greetings Citizens of Yankton, SD, this is an official statement regarding the start sequence scene location change from Yankton, SD to Vermillion, SD.

Fireball Run's epic start sequences, of which there are only seven in the 26-episode series, are an exciting opportunity for the public to take ownership, showcase hometown pride, and steal the show.

As such, these scenes are critical to the emotional ride our series is known for. Unlike Reality TV, which focuses on inner conflict and drama, the Fireball Run, a factual series, is about the spirit of adventure, the thrill of discovery, and community passion. It is the reason the audience watches. It's what motivates them to take the road less traveled to experience amazing under-discovered places in America; places just like Yankton.

Our story is about destinations, and we are appreciative and grateful for Yankton Chamber and Tourism leadership, with whom we've had the pleasure of working for over a year.

Motion picture and television production is complex and expensive. Even the simplest production involves intense planning. Every detail, angle, and frame is carefully considered, choreographed, and intertwined to ensure an accomplishable and successful result. Fireball Run is the only episodic series filmed authentically in real-time, and there is unprecedented advanced planning involved. As such, we rely on destination partners to accomplish the mutual goal of making every city, town, and place look epic.

After thousands of hours and over a year integrating Yankton's debut into one of the start sequences, we were devastated to learn days prior to filming that the Meridian bridge location originally committed was pulled by Yankton's City Attorney, citing an 'abundance of caution' regarding contestant vehicles on the bridge, although vehicles of heavier weight and quantity had been on it several times prior.

The City Attorney's decision and timing has burdened already dedicated writers, producers, coordinators, and directors, caused significant out of budget expense, delayed the overall production, and impacted other destinations in the series. The decision left the Production no choice but to film the sequence in Vermillion, SD.

Please know other area locations are not affected and Yankton still maintains significant series presence. On behalf of Fireball Run, we want to thank the people of Yankton for their hospitality and passion. We hope they will represent their city in Vermillion for the green flag sequence scheduled Friday September 29, 8:00-9:00am.

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Fireball Run At Universal Studios Florida

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