

PHILADELPHIA, PA, September 25, 2013 **/24-7PressRelease/** -- WMCN and Bounce TV are excited to announce the launch of new program

THE DETOUR

. Talk show host and entrepreneur Maria Lee Driver will interview some of the nation's top innovators and business leaders. She'll uncover how they climbed to the top financially, despite today's unstable economy. Driver's guests will share with viewers the skills and experiences necessary to reach success.

THE DETOUR

highlights unique individuals who have real, untold stories. Guests will reveal their struggles, battles, and sacrifices they had to make in order for their dreams to become reality.

Also on each program is the self-proclaimed "sweet, sassy, and always-smiling" radio personality Mia Mendez of WPHI HOT 107.9 in Philadelphia. Mia will highlight the entrepreneurs in the world of entertainment. She'll introduce special celebrity guests and feature in-studio musical acts.

THE DETOUR will debut on Tuesday, October 8. It airs every Tuesday at 2 p.m. on WMCN and at 7 p.m. on Bounce TV. The show can also be seen on every Wednesday at 7 p.m. on NBTv1.com

THE DETOUR will be produced by TV veteran, Lauren Avellino Turton. With 15 years' television experience, she has written and produced for major networks, including NBC, FOX, and The Comcast Network. Avellino Turton is currently a producer and writer for The Media Message, a full-service, multi-media and video production company based in the Philadelphia area.

"It's always exciting launching a brand new show. With Maria's dynamic personality and fascinating guests, *THE DETOUR* has all the right elements to keep viewers interested, while helping them reach their business goals," says Avellino Turton.

Maria's entrepreneurial spirit inspired her to create this new show. She will share the story about developing her line of skin care and marketing it to Whole Foods Stores.

"I sat in the Whole Foods parking lot. I knew I didn't have a marketing plan or supplies list, but I believed in my product, so I walked in and had the manager try it. Now my product is front and center up and down the East Coast," Maria says. "As for the show, it's surreal! I'm in disbelief I

Successful Entrepreneur Launches New Show on Philadelphia's WMCN and Bounce TV Networks

Written by Australian Business

will have my own talk show!"

WMCN and Bounce TV President Jon Gorchow is looking forward to the debut of *THE DETOUR*.

"We are excited to add this new program to our ever-growing lineup of original programming. *THE DETOUR* will reach a wide audience in the Philadelphia region and beyond," says Gorchow.

For more information on *THE DETOUR* and Maria Lee Driver, visit oriasoshay.com, or find her on [Facebook.com/oriasoshay](https://www.facebook.com/oriasoshay) or [Twitter.com/oriasoshay](https://twitter.com/oriasoshay).

About WMCN and Bounce TV WMCN and Bounce TV are independent broadcast television stations reaching nearly three million homes in southeastern Pennsylvania, central and southern New Jersey, and Delaware. WMCN is owned and operated by Lenfest Broadcasting LLC. WMCN is distributed by Comcast Cable, Verizon Fios, DIRECTV, and Dish Network.

To become a guest on *THE DETOUR*, contact Executive Producer Lauren Avellino Turton at 610-565-4330 or LAT@themediamessage.com.

Media inquiries should contact Publicist Robyn Stevens at 856-885-0913 or prmedia@live.com.