



FOR IMMEDIATE RELEASE

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**Half-hour reality TV special about a popular Sherwood Park Business
to air August 17th at 9:30pm ET/7:30pm MT on Slice™**

Edmonton, AB – *Fabulous Furballs* is a lively, uplifting, and outrageously funny half-hour reality special revolving around the everyday hijinks that take place within the walls of one of Canada's leading pet grooming schools, the Fabulous Fur Institute. Run by Krista Castellarin - who recently starred in Animal Planet's *Groomer Has It* - and her star instructors, including flamboyant dog lover John and cat expert Mr. Meow, it's one-part grooming school and one-part comedy shop!

Fabulous Furballs follows Krista and her zany staff as they juggle cute canines, peeing cats, and sobbing students. The instructors do their best to instill confidence and keep the emotions of the sometimes frazzled students in check. Who has what it takes to become a groomer? And who will be sent home? Despite the kooky and non-traditional atmosphere, the heart of ***Fabulous Furballs*** is the hard work, crazy dedication, and underlying love this staff has for its ultimate customers - the pets - and the people who spoil them. ***Fabulous Furballs* will air Wednesday, August 17 at 9:30pm ET/7:30pm MT on Slice™.**

Fabulous Furballs is executive produced by Lance Corbett, president of Ignition Media Productions, and Krista Castellarin, owner of the Fabulous Fur Institute. The program is produced by St. Albert's own Marnie Stretch. The right brain/left brain position of showrunner suits Marnie perfectly. *"Finally...my haphazard assortment of 20-plus years of odd jobs and experiences here and in Los Angeles culminate in the perfect calling. Fabulous Furballs is an outrageous blast!"* The proudly-Albertan show is rounded out by a brilliant and talented local crew. Post audio is provided by Wolf Willow Sound and post production was masterfully handled by Studio Post.

Fabulous Furballs is produced by Ignition Media Productions Inc., in association with Shaw Media, with the assistance of the Alberta Media Development Fund and The Canadian Film or Video Production Tax Credit.

ABOUT IGNITION MEDIA PRODUCTIONS

Based in Edmonton, Ignition Media Productions is a cutting-edge media powerhouse with spark! Visit www.ignitionmedia.ca for more information.

ABOUT THE FABULOUS FUR INSTITUTE

The Fabulous Fur Institute is an accredited pet grooming school located in Sherwood Park, Alberta. For more information visit www.thefurinstitute.com.

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