



from the desk of Icky Twerp...

# SLAM BANG THEATER RETRO WEEKEND

Benefiting iMedia's Youth Channel

September 24 & 26, 2009

## Fact Sheet

*Slam Bang Theater* returns to local television (and the internet) on Dallas iMedia Network for a retrospective weekend that will bring back memories of Dallas and Fort Worth during the formative years of today's baby boomers. September 24 & 26, 2009, Dallas iMedia Youth Channel and the TCU Writing Scholarship will receive the proceeds from a weekend-long celebration that will feature:

- *Slam Bang Theater* documentary screening
- *Slam Bang Theater* cable television marathon
- 60's dance band
- a live interactive discussion about the early days of local children's television programming with the stars that were there
- appearances from original *Slam Bang* cast members and other VIPs that grew up watching the show

Bill Camfield created the character Icky Twerp and the program *Slam Bang Theater* as a means to showcase local products or services. Early sponsors included Dr. Pepper Bottling Company, Borax and many others. Paul Camfield, Bill's son, says his father entered the profession at a time when most of the programming was being created in house and his father's talent as a writer served him very well. "My Dad and most of his co-workers had no idea they were creating lasting TV memories. They were just having a blast showing up for work each day." Bill Camfield's character Icky Twerp even enabled him to be invited to play a bit role in the last Three Stooges feature length film "The Outlaws is Coming" in 1965.

When Dallas Morning News reporter, Jacquielynn Floyd, published her list of the "Ten DFW Things That I Miss Most", *Slam Bang Theater* was in the #1 spot. iMedia contacted Paul Camfield about collaborating with us and the SBT DFW Retro Weekend was born.



**What: Slam Bang Theater DFW Retro Weekend**

**When: Thursday and Saturday, September 24 & 26, 2009**

**Where: September 24 – Dallas iMedia Network Studio  
7:00 pm - 8:00 pm**

**September 26 – Scott Theater in Fort Worth  
10:00 am – 9:00 pm**

**Why: Support Dallas iMedia Youth Channel, iMedia youth media literacy programs, and TCU Writing Scholarship**

For more information contact :

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