



Spike TV's Got a New 'Wrap' on Reality

'It's a Wrap' is the East Coast's answer to MTV's 'Pimp my Ride'

Elmont, NY ([PRWEB](#)) December 2, 2004 -- Spike TV in conjunction with O2 Productions is in the process of filming the pilot episode of their new reality show 'It's a Wrap'. This show is being pegged as the next big thing in the car makeover reality TV market. Hosted by newcomer rapper/actor Born King of Queens, NY and owner of Alternative Audio and Fabrication, Anthony Palmagiano, 'It's a Wrap' is the true hip hop meets rock automotive customizing experience.

The first episode, 'The Subangin' Limo' boasts transforming a 1995 GMC Suburban into a cutting edge 2005 Pimpmobile. The transformation includes a complete interior makeover turning the rear of the vehicle into a limo seated, liquor dispensing, bass pumping, entertainment center on wheels, as well as an exterior wrap featuring innovative designs as well as sponsor logos, etc. The exterior wrapping of the car is what gives the show its unique name.

Beon Porter, the product placement specialist for O2 Productions boasts acquiring over \$50,000 worth of products for the pilot episode from sponsors such as D&Vinci Rims, Dunlop Tires, Directed Electronics, Orion, Viper, Acme Powder Coatings, Dickies and Wrap Kings.

'It's a Wrap' is being directed by Zodiac Fishgrease for South Side Cinema. Zodiac is best known for his work directing projects for the likes of Queen Latifah, Foxy Brown, New Edition and JD Williams of HBO's Oz and The Wire.

Information was leaked to 'Pimp my Ride' on the first episode leading to their attempt to outdo the 'It's a Wrap' concept, but as Anthony says 'We aren't worried about them. Their suburban can't compare to our craftsmanship and gadgets'. Born King says 'Competition is all part of the game, but we're in it to win it'. When asked what differentiates this show from the others, Beon replied 'Of course the exterior wrapping concept is different from the other shows, but being that the show is for Spike TV, there will be the expected models wearing anything from baby T's and short shorts in one episode to bikinis in another. Look for the show to air beginning in March 2005.

For information, interviews, public relations or media inquiries:

Alyse Feldman, President, On the Fly, Astoria NY, 917-674-6067; FlyGirl@mail2fly.com.

###

**Contact Information**

Alyse Feldman

ON THE FLY

<http://members.blackplanet.com/FlyGirl60>

917-674-6067

Online Web 2.0 Version

You can read the online version of this press release [here](#).