

## **Brothers Create Online Video Show that Surfs the Web**

**For Immediate Release**

**March 5, 2009**

**Halifax, NS** – Entrepreneurial brothers Craig and Lance Moore are co-creating a show marrying their passions – online video and surfing. Surf Donkey, produced in Halifax by Spider Video, is an internet-based show profiling Nova Scotia’s unique cold-water surf culture peppered with sibling jibes and guest interviews.

Even though they share a love of surfing, Craig and Lance live very different lives. Craig, owner of Spider Video, graduated from Nova Scotia College of Art and Design where he focused on film and video production and is married with three children.

Lance lives the life of a surfer. He operates his store, Dacane Surf Shop on Blowers Street and travels around the world to exotic locations. He is well known for his passion for Nova Scotia surfing and colourful array of friends, some of them celebrities.

Craig understands online video drives much more than entertainment value. “In six months Surf Donkey has doubled traffic to the Dacane Surf Shop website, racked up over 850,000 hits and recently cracked 50,000 views of the show.” He adds, “With over ten billion videos watched online monthly, that’s a lot of eyeballs viewing products.”

Sibling dynamic is a strong foundation for the show and fuels much of the dialogue within each “webisode”. Craig is quick to point out that it was he who started surfing first. In sibling fashion, Lance ribs Craig for his lack of surfing over the past ten years.

Response to the show has been positive so far. A surfer for over 16 years, Lance feels he well represents target Surf Donkey viewers saying, “People are always asking me when the next webisode is coming out,” and adds, “I was confident our target audience would like the concept as we give them what I would want to see in a surfing show.”

Surf Donkey launched in the summer of 2008 and now has a fan base around the world in countries including the United States, Australia, Britain, Germany, Norway and across Canada. The latest and tenth show, “Sub Zero” features Lance providing winter surfing tips while heading to the beach to surf in minus 15 degrees Celsius temperatures.

To view Surf Donkey go to [www.surfdonkey.ca](http://www.surfdonkey.ca). All 10 webisodes are posted on this site along with show notes, viewer comments and an online merchandise store.

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