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Newport Beach Television Soars to New Heights With Original Programming Aimed at Visitors and Locals

Lifestyle Expert Kelly Lam Guides Newport Beach Residents & Tourists Toward Active Lifestyles with "Active Me" Video Series

NEWPORT BEACH, CA (October 30, 2014) Kelly Lam, Founder of The Whole Purpose, a company that creates Mindful Wellness programs for individuals and corporations for optimal overall well being will be featured as host in a new series of videos called ***Active Me***, which will appear on Newport Beach Television (NBTV) beginning in November (check local listings). The five-part video series, managed by Newport Beach & Company, the destination marketing organization for the city, will help attract tourism to the City of Newport Beach, as well as remind local residents of all the gems located right in their own backyard.

Active Me features Lam as an energetic host who guides viewers on fun, active activities to do in Newport Beach, such as Stand-Up Paddle Boarding in the Back Bay, hiking in El Moro, and an active day on the Newport Beach Peninsula.

"As a Newport Beach resident and healthy lifestyle advocate and junkie, I was thrilled to share some of my favorite local activities and passion for health and fitness with my fellow Newport residents and visitors," said Kelly Lam, host of NBTV's ***Active Me*** and Founder, The Whole Purpose. "Many of us Newport locals take for granted the fabulous active playground where we live and often forget to take advantage of it.



My hope is that these **Active Me** videos will inspire more people to go outside and enjoy the great fitness activities Newport Beach has to offer.”

“Kelly has been wonderful to work with. She is energetic and knowledgeable in creating a healthy sustainable lifestyle and she’s fun. Her shows will highlight the best activities Newport Beach has to offer on and off the water”, shared Newport Beach TV executive producer Tom Johnson.

Lam’s **Active Me** videos will begin broadcasting on Newport Beach TV, the City’s government access cable TV channel (shown on Time-Warner Channel 3 and Cox Channels 30 and 852) on (insert details of broadcast dates here)

About Newport Beach & Company

Founded in January 2013, Newport Beach & Co. is a not-for profit organization established to serve as the official marketing agency for the city of Newport Beach. Newport Beach & Co. seeks to bring together all of the marketing entities connected to the Newport Beach brand, and is designed to oversee separate business units that include Visit Newport Beach Inc., Dine Newport Beach, Celebrate Newport Beach, Enterprise Newport Beach and Newport Beach TV. Additionally, Newport Beach & Co. includes the Newport Beach Foundation focused on creative charitable endeavors that support the business community.

About Newport Beach TV

Newport Beach TV (NBTV) is the government access cable television channel for the city of Newport Beach cooperatively created and managed by Newport Beach & Company, the destination marketing organization for the city of Newport Beach. NBTV produces original content and programming, airs City Council and special meetings, and contains a community bulletin board. NBTV programming can be found on Time Warner 3 and Cox 30 & 852 as well as Facebook and YouTube.