

Fresh!

Teen university sitcom
premieres online on
BBC Switch

September 2008



Teen sitcom *Fresh!* launches on BBC Switch's online platform to coincide with UK Freshers Week; expect mishaps, misbehaviour, and a few near misses as new friends get far more than they bargained for.

Fresh! is a teen sitcom set on a UK university campus during Freshers Week and is BBC Switch's first comedy commission. The hilarious and insightful show offers a glimpse of what to expect from that infamous first week at university.

If there's one period that defines 'coming-of-age', it's Freshers Week, one of life's great frontiers: the point where adolescence butts up against the real world. *Fresh!* follows our starring trio Danny, Shane, and Becky – plus friends – as they discover the reality behind the myths for themselves, through the heaven, hell, high-water, and parties, that is Freshers Week. And it's a sitcom with a generous helping of 'rom' and bucket loads of character, about nothing less than taking those first brave steps into fully independent life... trying to reinvent yourself, and trying to get the girl.

Nick Hamm of Greenroom Entertainment comments on their first commission:

"Fresh! will not only appeal to the current student community, it will also be a show viewed by teenagers deciding their future, and alumni taking a nostalgic look back at their first days of independence. It might even have parents tuned in to see exactly what goes on during this notorious first week of university."



Fresh! cast and crew

Following the recent success of online programmes, *Fresh!*'s high production values raise the bar for internet production and add to the growing trend and popularity of bespoke online shows. Produced by Greenroom Entertainment, *Fresh!* launches in September on the BBC's new online teen platform, BBC Switch.

SHOW DETAILS:	
Name <ul style="list-style-type: none">• Fresh!	Premiers <ul style="list-style-type: none">• September 2008
Channel/Platform <ul style="list-style-type: none">• BBC Switch• http://www.bbc.co.uk/switch/	

Editor's Notes

Fresh!

Cast:

Danny	Jonny Bailey
Shane	Danny Morgan (<i>Tonightly</i>)
Becky	Fiona Ryan
Scarlet	Joanna Cassidy
Fred	James Buckley (<i>The Inbetweeners</i>)

Production Team:

Executive Producers:	Nick Hamm and Jon Hamm
Created & Produced by:	Simon Maxwell
Written by:	Dean Craig (<i>Death at a Funeral</i>)
Directed by:	Andy De Emmony (<i>Red Dwarf</i> , <i>Father Ted</i>)

BBC Switch

BBC Switch launched in October 2007 and is the BBC's teen offering, delivering content to 12-17 year olds across multiple platforms on TV, Radio 1, online and via live events.

BBC Switch can be found online at www.bbc.co.uk/switch

Contacts

For further information / Use of pictures / Cast interviews

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For:

- Online Press Office
- Client list
- Company contact detail



<http://www.bbc.co.uk/switch/>

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