

MEDIA ADVISORY

***BITE ME: THE BED BUG INVASION* WORLD PREMIERE NOVEMBER 14, 2013**

- FOR IMMEDIATE RELEASE -

TV DOCUMENTARY UNCOVERS PESTS THAT CAN GET UNDER YOUR SKIN

Halifax, N.S. – October 29, 2013 They drink your blood while you sleep. They can attack you at home, in a hotel, at the hospital, or even on a plane. You might have them and not even know it. Trying to get rid of them could cost you thousands of dollars and if you're travelling, it could inadvertently cost you your life. They are bed bugs - and if you're unlucky you might become their next victim.

Bite Me: The Bed Bug Invasion is a one-hour documentary that burrows deep into the world of these blood-sucking night-crawlers. Although bed bugs were once nearly eradicated by using the pesticide DDT, the chemical was banned in the 1970's allowing bed bugs to make a steady comeback ever since. This fast paced film combines interviews with world-renowned experts and first-hand accounts from bed bug victims together with occasional light hearted moments to reveal the oversized impact these tiny pests are having on our daily lives.

The documentary was written and directed by award-winning Halifax filmmaker Jay Dahl (*Roller Town / There Are Monsters*) and created and produced by Edward Peill from Halifax-based Tell Tale Productions Inc. (*Counterfeit Culture / Facebook Follies / BorderLine*).

"Exploring this issue has been nothing short of a roller-coaster," says director/writer Jay Dahl. "The challenge of making this documentary was to teach people about something as unpleasant as bed bugs in a fun and entertaining way."

"Anyone that's been infested with bed bugs would probably prefer to forget the experience, but that might be easier said than done," says creator/producer Peill. "We hope that *Bite Me* will provide viewers with valuable examples about how to get rid of an infestation as well as tips on how to avoid getting bed bugs in the first place."

Bite Me: The Bed Bug Invasion will have its world broadcast premiere on **CBC Television's Doc Zone on Thursday, November 14, 2013 at 9 PM (9:30 PM NT)**. Check local listings.

The documentary will re-broadcast on CBC News Network on Saturday, November 16, 2013 at 11 PM ET. Following these broadcasts, the film can be watched on the CBC website at: <http://www.cbc.ca/doczone/> and can be followed on Facebook at: <https://www.facebook.com/pages/Bite-Me-The-Bed-Bug-Invasion/1384856738416615>

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