

Contact: David Jacobson - david@trivworks.com - (917) 363-3295



## PAT KIERNAN TEAMS UP WITH TRIVWORKS™

*Celebrated TV Personality Partners with Live Trivia Event Company to Offer a Unique Team Building Experience*

**January 25, 2011 - New York, NY** - Pat Kiernan, longtime NY1 morning news anchor and former host of VH1's "The World Series of Pop Culture," has joined forces with [TrivWorks™](#), a professional trivia event production company based in New York City, to create live trivia entertainment and team building activities for corporate groups.

In his new role as a TrivWorks™ "Special Host," Mr. Kiernan will re-create the television game show experience firsthand by hosting highly dynamic, competitive and engaging live trivia events for companies seeking to provide their employees with a truly unmatched team building activity. Complete with fully customized trivia questions, built-in socializing opportunities and a high-stakes "showdown" finale, Mr. Kiernan's trivia events are guaranteed to deliver an extremely enjoyable and memorable group bonding experience.

One of New York City's most recognizable and beloved television personalities, Mr. Kiernan has spent over a decade providing New Yorkers with a smart and sharp-witted wake-up on his popular NY1 morning news segment. He is particularly well-known for his "In the Papers" feature, in which he summarizes the colorful content in New York's daily newspapers, and is the founder of [Pats Papers](#), a daily summary of smartly selected news stories from around the globe. While hosting VH1's "World Series of Pop Culture," a trivia game show tournament, Mr. Kiernan additionally brought his extensive background in TV game shows to a national audience for two seasons.

"Contestants on 'World Series of Pop Culture' often told me that the prize money wasn't what motivated them. It was the team camaraderie and inter-group competition," says Kiernan. "I've been looking for a way to tap into that energy in a live event format, and I think this alliance with TrivWorks™ is a perfect match."

TrivWorks™, founded in 2009, is New York City's only corporate entertainment and team building company specializing exclusively in live customized trivia events. TrivWorks™ founder David Jacobson, a seasoned event planner with almost 10 years of experience in entertainment and client service, is also one of New York's most accomplished quizmasters, having produced over 300 public and private trivia events. He notes how this collaboration further demonstrates live trivia as a viable alternative to traditional employee and client entertainment activities.

"By partnering with Pat Kiernan, TrivWorks™ now has a premium-tier offering for our clients," says Jacobson. "Pat Kiernan's unique experience as a TV personality and game show host will bring a new level of energy and enthusiasm to our team building events, which corporate employees and clients alike are guaranteed to love. We are thrilled to have him as our celebrity host!"