

# truTV's Impractical Jokers Invade San Diego with Massive Fan Event

Wednesday, July 12, 2017



## Supersized Block Party to Take Place Saturday, July 22 on the Field at Petco Park in the Gaslamp

Look out San Diego, truTV's *Impractical Jokers* are coming back to the Gaslamp District – and this time they are going to leave it all out on the field. truTV, along with **Sal, Joe, Murr** and **Q** – together known as The Tenderloins – will treat fans of the long-running series to a massive block party steps from the San Diego Convention Center on **the Field at Petco Park** on **Saturday, July 22**. Building off last year's mammoth block party which drew over **12,000 Jokers fanatics** for a day of fun in the sun, truTV promises an even bigger, better Jokers experience this year.

**Saturday, July 22 on the Field at Petco Park (7th Ave and L street)**

**The Official Schedule of Disorganized Hijinks and General Mayhem**

(Downloadable version available at <https://app.frame.io/d/OidHsFfo>)

**11:30 a.m. – 8:30 p.m. PT:** Join truTV and thousands of fans at the one-of-a-kind Block Party extravaganza celebrating all things *Impractical Jokers*. On top of exclusive merchandise from Spencer's – including a new line of 3¾-inch **Impractical Jokers action figures** – a White Castle food truck, Wheel of Doom tattoos and a set from DJ G Money, this massive block party will give fans a chance to get up close and personal with some of the show's most exciting and iconic dares and punishments. Things like:

- **Virtual Reality High Wire Experience:** Sponsored by **Mountain Dew**, fans can get a first-hand VR-experience walking the same tightrope the Jokers crossed during their 100th Episode Live Spectacular ([Season 4; Episode 26](#));
- **Pseudo Sumo:** Fans can step into the ring for some sumo wrestling action, but don't worry – they won't have to don a diaper like Joe ([Season 4; Episode 11](#));
- **Rodeo Clown:** Fans can try their hand at riding a mechanical bull – and see if they can outlast Murr in this season three episode. ([Season 3; Episode 9](#)).

**5:00-6:00 p.m. PT:** An autograph signing with the Jokers

**7:00-7:45 p.m. PT:** A live presentation of ***Impractically Speaking: the Impractical Jokers Live Web Show***, hosted by Casey Jost and brought to fans in the stadium and at home by Mountain Dew.

**8:00-8:30 p.m. PT:** An exclusive viewing of a never-before-seen episode of *Impractical Jokers*.

All activities are free and open to the public on a first come, first served basis.



Mountain Dew is joining truTV to help fuel the fun in San Diego as part of the brand's year-long, fan-engaged partnership with the *Impractical Jokers*. Building on their robust, multi-platform campaign, Mountain Dew will have exclusive ownership of this interactive fan experience with high-impact touchpoints throughout the block party. From the VR high wire walk, which will integrate Mountain Dew branding into the cityscape billboards, to photo opportunities with larger-than-life characters from animated short-form content, and custom branded videos projected on the outfield Jumbotron, Mountain Dew will help enhance the activation with non-stop entertainment. To extend the fun to fans at home, videos will be shot on-the-ground, shared across truTV's social handles and optimized via Turner's optimization capability Launchpad. Complimentary Mountain Dew and Pepsi products will be available on-site to fuel all-day refreshment.

The Mountain Dew partnership with truTV's *Impractical Jokers* was negotiated by DEW's media agency OMD and developed and executed by Omnicom Media Group's Content Collective and Turner.

New episodes from *Impractical Jokers*' sixth season return on **Thursday, July 13 at 10:00 p.m. ET/PT** with a special hour-long episode that drops the four long-time friends in Hawaii.

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**For more information, or to request press access to these events or interviews with the Jokers, please contact:**

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