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ABC Pushing Daisies at NYTVF

Screening Is Part of Festival's 'Premiere Week'

By Alex Weprin -- *Broadcasting & Cable*, 8/16/2007 1:28:00 PM

ABC and [The New York Television Festival \(NYTVF\)](#) announced that they will screen ABC's *Pushing Daisies* as part of the festival's "Premiere Week" screening series.

The screening will be followed by a discussion with the producers and cast of the show and a cocktail reception celebrating the show's upcoming premiere.

The NYTVF announcement follows [ABC's announcement earlier this week](#) that it would screen *Daisies* at the Hollywood Forever Cemetery Thursday. Both screenings are part of a larger marketing effort by ABC.

"Events like this help us to generate significant word of mouth around a series and, when you have the quality of *Pushing Daisies*, we believe this screening will add another dimension to our marketing strategy and help us to drive audiences to the premiere on the network," said [Marla Provencio](#), executive vice president of ABC Entertainment.

The *Daisies* screening will be held Saturday, Sept. 6 at New World Stages in Manhattan and it is free and open to the public, space permitting.

Pushing Daisies will premiere on ABC Wednesday, Oct. 3at 8 p.m.

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