



## MIKE BURG: BIOGRAPHY

Mike Burg is a dynamic producer who has been redefining television shows and live sports events for over 20 years. Starting in television in 1982 at CBS Sports as a researcher and associate producer, he soon moved to Jefferson-Pilot Sports. There, as Executive Producer and Head of Program Development he created a litany of made-for-television sporting spectaculars. His portfolio included the highest rated non-Olympic skating event of all time: The Rock & Roll Figure Skating Championships on FOX. He also masterminded the longest running prime-time skating event on television: ICE WARS on CBS. Another credit to Burg's CV is the biggest US Cycling event in history: The Tour DuPont.

In 1996, Burg founded Edge Entertainment and Edge Marketing & Management. The Edge companies, based in Charlotte, North Carolina and Los Angeles, California specialize in entertainment and sports specials for broadcast, Olympic sports arena tours, and representation of Olympic athletes. Edge quickly positioned itself as a groundbreaker on all three fronts.

Within the sports arena, Burg represented some of the biggest names in the Olympic world, including Olympic champions: Katarina Witt, Tara Lipinski, Oksana Baiul, Dominique Dawes and Dominique Moceanu. He currently represents the reigning Olympic Silver Medal Ice Dance Team of Tanith Belbin and Ben Agosto.

As a compliment to the representation world, under Burg's helm Edge created and staged multiple skating and gymnastics tours playing major arenas across the US. The latest version will be a gymnastics and music blowout done in conjunction with hit music label, Disney Records, immediately following the Beijing Olympics. This promises to be an exciting new take on sports tours.

A true innovator with his finger on the pulse of the American zeitgeist, Burg created a number of entertainment-based awards and music properties. Most notable of these creations is the Teen Choice Awards on FOX which is now entering its 10<sup>th</sup> year. Also on the Edge production roster: the Kids Choice Awards on Nickelodeon; the Action Sports Awards and Summer Music Mania both on FOX; and several others in development.

In 2001 Burg was diagnosed with the first of his two bouts with Hodgkin's disease. Following his cancer diagnosis, Burg shifted his company's focus to cause-related programs and marketing initiatives, marrying his expertise in branded television with his commitment to a cancer-free world. Burg recognized that by merging the energy and values of the not-for-profit world with the sheer power of corporate marketing initiatives he could create a real synergy that would impact the world in a fundamental way. Add to that powerful combination the far-reaching nature of television broadcasting

and you have a formidable alliance. Pulling from his own experiences as a survivor, Burg teamed up with four of the nation's most effective women's cancer advocacy and educational organizations to develop *Frosted Pink*, a groundbreaking ABC network campaign that combines the power of sport, song, and survivorship to raise awareness of women's cancers and inspire action.

In 2008, *Frosted Pink* turns to Olympic Gymnastics amped up with live music and becomes: *Frosted Pink with a Twist*, also on ABC. In addition to the *Frosted Pink* partners, Burg has teamed up with the American Society of Clinical Oncology and the Oncology Nursing Society to help disseminate the important messages of *Frosted Pink with a Twist* to the over 55,000 oncology professionals that these organizations represent. Plans for 2009 cause-related campaigns are soon to be announced, led by several broad-based cancer initiatives involving a host of not-for-profit partners.

Burg recently received a Special Recognition Award from the National Coalition for Cancer Survivorship (NCCS) for his work in the cancer community.