

## Sample Press Release

By Allison Hambrick

Created by Archie Comics Chief Creative Officer Roberto Aguirre-Sacasa and the executive producer of *Supergirl* and *The Flash* Greg Berlanti, *Riverdale* follows all-American teenager Archie Andrews as he navigates high school, relationships, and growing pains with a shocking twist. Though set in the fictional world of Archie Comics, the show is centered around the mysterious death of Riverdale High School quarterback Jason Blossom, and how his death impacted the inhabitants of Riverdale.

The heart of the show is Archie himself, the titular hero of his company's brand, lovingly parented by single father Fred Andrews. Also joining the *Riverdale* gang are classic characters such as Josie McCoy, Veronica Lodge, Betty Cooper, and Jughead Jones. Josie McCoy is Archie's chief musical rival as an up and coming pop star and frontwoman of her band, Josie and the Pussycats. Veronica Lodge, reimagined here as having lost her family fortune, struggles to establish herself as independent from the spoiled heiress she once was, developing a romantic interest in Archie and forging a strong friendship with Betty. Still sickly sweet, the Betty Cooper of *Riverdale* takes a feminist twist on the character, putting herself in the center of the action though investigating Jason's murder. Riverdale's Resident skeptic, Jughead Jones follows Betty on her crusade for truth, all the while dealing with suspicious circumstances of his own.

With a supporting cast rounded out by the characters' families, these teens deal with normal coming of age issues, their childhood abruptly ended by Jason's death. While tragedy has changed the face of Riverdale, Archie and the gang are not experiencing a shortage of teen angst, often brought on by bullying jock Reggie Mantle and queen bee Cheryl Blossom, Jason's twin sister.

An edgy take on the classic world of Archie Comics, *Riverdale* airs Thursdays at 9pm on The CW.

“That *Riverdale* is contradictory is part of its charm. It's a heavily serialized show based on a property that reset its romantic status quo every issue. It generates compulsive and passionate viewership for material that initially succeeded through bland innocuousness.”

- Daniel Fienberg, *The Hollywood Reporter*

“*Riverdale* may be a high school drama based upon a comic book series, but it still provides a satisfying experience for grown up viewers.”

- Robert Bianco, *USA Today*

Roberto Aguirre-Sacasa is an award-winning playwright, screenwriter, and comic book writer. He is largely known for his work for Marvel Comics, for which he won a Harvey Award, and for his writing on television series such as *Glee*, *Big Love*, and *Looking*. Aguirre-Sacasa also penned the 2013 remake of Stephen King's *Carrie*, and the plays *Say you love Satan*, *The Mystery Plays*, and *Golden Age*. Additionally, he is known for creating the critically acclaimed *Afterlife with Archie* series, which put Archie Andrews in the midst of a zombie apocalypse. Following the success of this series, Aguirre-Sacasa was named the chief creative officer of Archie Comics.