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Tori Spelling Gets Wild as Host of OMG Extra

Spelling's Latest Project Catches Up with the Cast of Glad Black Bag's The Wild Life

OAKLAND, Calif. (October 9, 2012) – Wild and messy family antics are nothing new for Tori Spelling. And now the reality TV star and mother of four will tap her personal and professional experience as host of the *OMG Extra: After the Wild Life* produced by the makers of Glad® ForceFlex® Black Bags. The series will premiere on Glad's Facebook page this month and will follow the characters of the brand's successful mock reality series *The Wild Life* as the family of five wild animals enjoy their newfound fame.

As host, Spelling will introduce a series of short confession-style videos of the characters, contribute to the campaign on Glad's social media channels, as well as promote the campaign through her social media assets. The campaign also includes a consumer promotions component surrounding Glad's Missing in the Mess Facebook game with prizes including a \$2,000 shopping spree.

"As a mom of four, I know firsthand about life's biggest messes. But those are the times we're having the most fun in my house," said Spelling. "Any mom can relate to *The Wild Life* characters and *After the Wild Life* is such a fun take on the reality world."

After the Wild Life features the cast talking about what happened when a family of five wild animals took over one house. Based loosely on their animal stereotypes, the characters of *The Wild Life* were designed to represent different facets of the American household, all of which are capable of making a huge mess. The animals — a bear, a chimp, a raccoon, a beaver and a duck — were created through animatronics by talented puppeteers with experience on popular TV shows.

"Tori Spelling is a reality TV and social media star, making her the perfect host of Glad's *After the Wild Life*. Her success bridging the two mediums has inspired us to explore the impact of a strong social campaign for Black Bag," said Julia Ponce, marketing manager for Glad. "We're excited to catch-up with our favorite wild animal family with the engaging content that shows no matter how wild life gets, cleanup is in the bag."

To help cleanup messes across America, Glad has again partnered with Keep America Beautiful on this effort. Check out Glad on Facebook at [Facebook.com/Glad](https://www.facebook.com/Glad) to follow the messy adventures from this unique all-animal reality show cast.

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