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“Marilyn: Behind the Icon” launches globally; explosive-new podcast features the timeless star, up close and personal!

New, revealing podcast features Marilyn Monroe using the actress’s own words, creating a dramatic narrative based on Gary Vitacco-Robles’ bestselling book, “ICON: The Life, Times and Films of Marilyn Monroe”

May 2020 Kicks Off the First Season of the Series

LOS ANGELES — May 1, 2020 — For Immediate Release — Almost fifty-eight years after her tragic death, the enigmatic Marilyn Monroe is more popular than ever (14+ million Facebook fans and counting), but the truth behind her tragic and untimely passing remains a fascinating mystery.

From the producers of *Goodnight Marilyn*, the ground-breaking, new podcast “Marilyn: Behind the Icon” portrays Monroe up close and personal with a dramatic storyline featuring narration, actor dramatization, and commentary by a mental health expert. Marilyn Monroe is played by the talented Erin Gavin, who portrayed the legend on stage. Erin captures the essence of Marilyn that will captivate the podcast audience. In addition, the series features award-winning voice-over talent, Brad Hyland (Santa from *Elf on the Shelf*, *Victoria Secret* and many commercials) as the sultry, warm-voiced narrator.

This new podcast is a game changer for the Marilyn fans as they have never heard anything in audio, TV or film that more effectively illustrates the star as a human being who struggled with symptoms of mental health disorders and demons many of us experience in daily life. Typically, in the media, the same trite story circulates about Monroe without accurate information or specific, documented facts about the star coming to light. ***Marilyn: Behind the Icon***, the inaugural podcast series, delves into a much-needed dialog about mental health and addiction through the lens of celebrity, profiling her story to raise awareness about this American epidemic. Experience Marilyn from a story perspective that allows the listener to feel as though they are present with Marilyn witnessing unfolding dramatic events and raw emotions.

Commented “**Behind the Icon**” Producer **Nina Boski**, “Fans around the world have an unending fascination with Marilyn Monroe. But underneath the glamour, there was a real person who struggled tremendously with mental health and addiction issues, which are truly an American epidemic. ***Marilyn: Behind the Icon*** will reveal a dramatic narrative that will help Marilyn become more real and even more relatable to millions of fans and for people who are suffering from some of the same issues as the ICON.”

Said **Sue Freund, Managing Partner, Crossover Media Group, which is handling ad sales for the podcast**, “***Marilyn: Behind the Icon*** is such a dynamic story for millions of Marilyn fans. We wanted to take on a project that was different and could tell the icon’s story to the world in a unique and groundbreaking way. The producers of ***Marilyn: Behind the Icon*** knock it out the park with their ability to share the Monroe story. They made it come to life -- to entertain, but also to educate the audience at the same time about mental illness and addiction. The podcast gives a voice to Marilyn’s struggles in a way that can help others potentially seek the help she herself so desperately needed. We are excited to get behind such a compelling project!” This first season begins with Marilyn’s (Norma Jean’s) childhood, and illustrates the complexities of her early life, by not just talking about the facts, but bringing to life the star’s story

through dramatization that allows the listener to understand the challenges, heartache and fragmentation Marilyn endured on her rise to fame. As a listener, you will gain insight into her quest for fame, her relationships and tragedies, uncovering the TRUE ICON behind the lights of public life. Ultimately, the listener will gain insight into himself or herself. In addition, the series will have a behind the scenes companion podcast after every episode, in which the producers provide an insider perspective into each episode and the intent behind the elements that created the story experience.

WHO: A multi season dramatic podcast series on the remarkable life of Marilyn Monroe
WHAT: Podcast sales company by Crossover Media Group
WHEN: May 2020
WHERE: Apple Podcasts, Google Play, Spotify, Stitcher, Pandora, as well as website www.behindtheicon.com

Producer and Cast Interviews ... **Nina Boski**, who is also the host of the *Goodnight Marilyn* radio show and Marilyn expert on Fox and Friends LA as well as a Fox News Documentary, *Scandalous*, Marilyn expert; writer, author and mental health professional, **Gary Vitacco-Robles** (*ICON: Life, Times and Films of Marilyn Monroe*) and **Randall Libero** (also co-writer of the *Marilyn: Behind the Icon* series and Executive Producer of *Goodnight Marilyn Radio*), as well as **Erin Gavin**, the talented actress who plays Marilyn Monroe.

Marilyn: Behind the Icon, the first season of a multi-season dramatic podcast produced by **LifeBites Global**. The producers of the podcast are Nina Boski, (Host of the Goodnight Marilyn radio), Randall Libero (Executive Producer of *Goodnight Marilyn* radio and many other shows), and Gary Vitacco-Robles, (Marilyn expert, Biographer as well as a mental health professional). Co-Producers Randall Libero and Gary Vitacco-Robles are the writers for the podcast series www.behindtheicon.com.

About Crossover Media Group Sales:

Crossover Media Sales Group Sales is a content creation, distribution, and advertising sales company. Our mission is to create long-lasting, fruitful partnerships that deliver uniquely original content. Our team has expertise in podcasts, audio, video, TV, OTT, CTV, streaming media and traditional radio. We believe the only way to reach consumers is with great content in a multi-platform approach. We have assembled a team with diverse media backgrounds who want mutually beneficial results for our content partners and advertisers.

About ICON: The Life, Times and Films of Marilyn Monroe

Goddess...Legend...Icon... You thought you knew her...but never before like this. Marilyn Monroe (1926-1962) survived a childhood marked by abuse, neglect, and chaos to become a psychological, cultural, and spiritual phenomenon of the Twentieth Century. Her remarkable life, brilliant film career, and posthumous legend have been deconstructed in over 600 biographies. Psychotherapist and author Gary Vitacco-Robles reframes and redefines the fascinating woman behind the iconic image through an analysis of her psyche and an appreciation of her film and stage performances. After a decade of meticulous research, Vitacco-Robles offers a treasure trove of facts comprehensively documenting each year of Monroe's inspiring life within the context of her tumultuous times and through her relationships with literary, entertainment, and political figures. Based upon interviews, diaries, and personal files--and void of sensationalism--*Icon: The Life, Times, & Films of Marilyn Monroe* dispels many myths and reveals the ultimate truth about Hollywood's most charismatic, beloved, and enduring star.

About LifeBites Global:

LifeBites Global is a life, business coaching and consulting and media company. Its mission is to use the power of entertainment to get people thinking about their lives by creating inspiring and engaging content that can be fun, thought-provoking and entertaining.

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