

For immediate release:
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SCETV unveils its “Season of the Secret,” highlighting the holidays and encouraging viewers and listeners to guess the secret “gift giver”

COLUMBIA, S.C. – Join South Carolina ETV and Public Radio (SCETV) on an enchanting journey this holiday season with a new series of videos and clues called *Season of the Secret*. The series of short one- to two-minute videos highlight the diverse holidays that occur during the season. Viewers will travel to SCETV’s studios across the state and watch as staff begin to receive gifts from a mysterious golden-gloved “gift giver.”

Each gift will help viewers learn more about a different holiday, including Kwanza, Hanukkah, Feast of Our Lady of Guadalupe and Christmas.

Viewers are encouraged to participate in the mysterious *Season of the Secret* by guessing who the elusive gift giver is on [Facebook](#), [X](#) (formerly known as Twitter) or [YouTube](#). In addition to the video series, SCETV will also share clues on social media each week in December, giving more information to help viewers guess.

For more information or to stay updated on the latest traditions and clues, visit www.scetv.org/seasonofthesecret.

QUOTES

"We wanted to create a holiday experience that captures the essence of diversity and the magic that each tradition brings to this special time of the year. The *Secret of the Season* campaign is a celebration of joy, unity and the timeless rituals that make the holiday season so extraordinary." –**SCETV President and CEO Adrienne Fairwell**

"As we launch our *Season of the Secret* campaign, we are thrilled to share a bit of mystery and a lot of holiday joy with our audience. These videos are educational, sharing information about the holidays that happen during the season, and are also an interactive guessing game! We hope our audience has fun trying to guess who the secret “gift giver” is!" –**SCETV Chief Public Information Officer Landon Masters**

FAST FACTS

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About South Carolina ETV and Public Radio

South Carolina ETV and Public Radio (SCETV) is the state's public educational broadcasting network. SCETV amplifies South Carolina voices, provides educational experiences and strengthens communities,



while working toward creating a stronger, more connected and informed South Carolina. In addition to airing local programs, such as *Carolina Classrooms*, *Making It Grow*, and *This Week in South Carolina*, SCETV also presents multiple programs to regional and national audiences, including *By The River*, *After Action*, *Reconnecting Roots*, *Reel South*, *Somewhere South*, *Yoga in Practice* and *How She Rolls*. In addition, SC Public Radio produces the national radio production, *Chamber Music from Spoleto Festival USA*.

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