

ROCK TILL YA DROP!

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TV THAT ROCKS THE BOOMERS

Today's boomers are born to be wild... and age is only a number. Follow their dreams...their passion...capture the fun and action.



Herb Gross, host of *Rock Till Ya Drop*, is living the dream of a baby boomer. He's the lead singer of America's 60's rock 'n roll party band... The Invictas.

Boomers are the largest and most wealthy population in America, and we will rock till we drop! We love car racing, partying, dancing, rock 'n roll, and we ride Harleys!

Rock Till Ya Drop Stories:

- In 1967, Hal bought a Shelby Cobra for drag racing. Recently he sold the car for an eye popping 1.5 million dollars. Wait till you hear what he did with the money!

- Ian Card is fist mate on a boat seeking the biggest bill fish in the deep blue sea. They hooked an 800 lb. marlin that jumped into the boat, speared Ian through his shoulder and took him over the side. Who gets to tell a bigger fish story ... Ian or the fish?

- Herb's 60's rock 'n roll band The Invictas, outraged parents with their hit song and dance *The Hump*. Now the band is back, they're rocking thousands ... guess who's doing *The Hump* now?

- Kelly is a 5-time world karate champion who still competes at age 70 against people 20, 30 even 40 years younger. Kelly and his wife Barbara believe they've discovered the secret to the fountain of youth!

- Paul...a cop for 26 years was involved in several shootings. Now he's chasing bad guys as an insurance fraud investigator. The job is dangerous but he puts it all on the line to fulfill his real passion.



TV THAT CAPTURES THE FUN!

We're on a cruise ship rocking with the boomers, partying in Key West, fishing for the biggest billfish in the sea, drag racing, collecting muscle cars from the 60's, shag dancing and doing *The Hump*, talking with the rock stars of yesteryear... and we're rockin' with our own 60's rock'n roll party band Herb Gross & The Invictas®

About Herb Gross - Host of Rock Till Ya Drop

- He's an award winning television producer, advertising results expert and entertainer with 30+ years of experience.
- During the sixties he was the lead singer in a rock'n roll band known as The Invictas. There were fan clubs, police escorts and a controversial hit record.
- He created a song and dance known as *The Hump*. The record made the top of the charts from Buffalo to Miami, Top 100 in the US and was banned in Boston.
- The Invictas have reunited. The band recently played with the Beach Boys, appeared on National TV and was featured by the Associated Press in newspapers across America.
- He wears a raccoon coat, cowboy hat and drives a "Big Caddy Hearse."

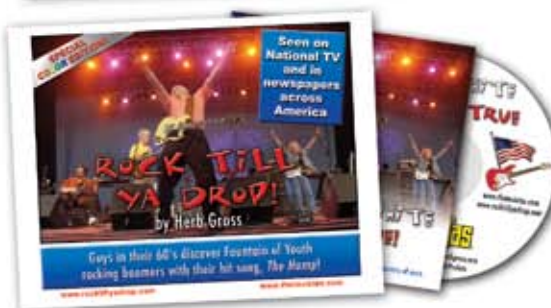
Rock Till Ya Drop has a book...it's own rock'n roll song and fun web site.

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Web Sites:

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GET YOUR MOTOR RUNNIN'
WITH

ROCK TILL
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