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PRESS RELEASE

WILL ROBERTS, POLITICAL & SOCIAL HUMORIST CARTOONS ARE FUNNY!

Syndicated Political & Social humorist helps us laugh while Government makes us cry!

Wednesday, September 24, 2014: For nearly three decades, Will Roberts has traveled the world to keep alive and kicking in the American consciousness. Now, the long-time performer and cowboy humorist is taking to technology in the hopes of reaching a new generation of fans.

Roberts, a syndicated humorist and a professional trick roper by trade (**Former Cirque du Soleil** featured act), is using the latest forms of communication to expand his reach in the hopes of attracting a new type of audience.

"Folks attention span is so short, you have to hit 'um quick or you will lose them. In this modern day and age **Americans newest slogan is: As American as Mom & Apple-Iphones,**" Roberts said. "They say you can live two weeks without food, a day without water, but take someone's internet access away and they won't last five minutes."

After spending years working in more traditional media outlets, including **Fox, CBS and PBS** in broadcast television and radio, Roberts is mixing things up to match drastic changes in the way people interact, a case of an old-school performer making an impact through new media.

In addition to expanding his reach through the internet, which includes an online blog and his NEW ready for syndication daily cartoons, Roberts added a iPhone/ Google+ app to his bag of tricks to reach a generation more tuned into mobile devices than televisions or radios.

Will also has a syndicated radio show on 39 stations around the US and abroad where you can pick up his humorous jottings on everyday life, Roberts hopes that expanding to mobile apps will bring his message to an even wider audience. Roberts believes expanding into new media is an extension of his true calling: to serve as a voice for the everyday person.

In a world where some people feel the loudest and brashest voices are the only ones heard, Roberts continues his mission to speak up for real people across the world who sometimes feel left behind.

"In this day and age, I am trying to get folks to talk, not yell," he said. "The long and the short of it is that I used to travel 150 times a year for five years doing my one man show. I have met a lot of folks and people are what it's all about. They want to be heard, and I like to believe I am a voice for the people who don't get heard."

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