

MEDIA RELEASE



## **CANADA'S POPULAR SCIENTIFIC PODCAST *THE REALITY CHECK* (TRC) HITS 1 MILLION DOWNLOADS**

*Scores #1 on iTunes "What's Hot" Natural Sciences podcasts*

(November 22, 2012) – *The Reality Check*, the popular Canadian podcast that explores scientific controversies and curiosities by probing popular myths and exposing the surprising facts behind them, celebrated its **1,000,000th** download last month.

Since TRC's humble beginnings of four friends brought together by their interest in science and skepticism, the "little podcast that could" has had an impressive and steadily increasing number of listeners tune in since its inception in 2008.

"We are very proud of this recent accomplishment," says host Darren McKee. "There needs to be more attempts to analyze and parse out the factual from the misleading, and the ideas that are supported by evidence, not visceral feelings."

Word about the podcast has been spreading. As of October 2012, the show has 218 recorded episodes and 30,000+ listeners a month. The same month, the podcast hit **#1** on iTunes "What's Hot" chart in the *Natural Sciences* category, ahead of NPR's hugely popular *RadioLab* and Neil deGrasse Tyson's *StarTalk* podcast. In fact, TRC is regularly in the top ten "What's Hot" podcasts in science on iTunes.

TRC cuts through the "nonsense" by applying critical thinking, looking at fact-based evidence and exposing dubious claims. While TRC is a science show, the lighthearted banter and genuine chemistry between the four panelists draws in more than your average science show listener. From serious topics such as claims which pose potential health risks to stranger topics such as whether males can lactate (they can!), the show has something for everyone. In addition to its regular segments, the show music is often cited as a podcast listener highlight, with the theme music regularly swapped out for host-created skeptical parodies of popular songs.

In a world awash with information, *The Reality Check* helps listeners differentiate fact from fiction, yet strikes the perfect balance between providing entertainment and providing information. To learn more about the show and listen to past episodes, visit: [trcpodcast.com](http://trcpodcast.com) or subscribe to the podcast on iTunes.

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