



**Local EMMY® Award-Winning Producer Launches THE SANDY CASTLE,
a New Family Entertainment Franchise Based in Virginia Beach, VA**

09/24/24 Virginia Beach, VA — This fall marks the official launch of *The Sandy Castle*, a new, all-ages puppet project from Justin Garcia, EMMY® award-winning television producer and Virginia Beach local.

The Sandy Castle characters are now appearing at local festivals and events in the Hampton Roads area, with plans to expand into live shows, television, books, and more in 2025. Laskin the Crab, Rudee the Beach Ball, and Birdneck the Umbrella will soon be joined by even more Virginia Beach pals, such as Trashmore the Seagull and Princess Anne.

“We’re so excited for the community to get to know these characters in such a fun and unique way,” said Garcia, “It’s our goal to provide locals and tourists with top-tier content and experiences, all made right here in our own backyard.”

After appearing briefly at the *Children’s Museum of Virginia* alongside Mayor Shannon Glover and Russell Cassevah of *LittleBricks Charity*, the characters will make their beach debut at the 50th Annual *Neptune Festival* on September 28th, followed by the 10th anniversary of *FilFest USA* on October 5th & 6th.

Sandy Castle fans in the Hampton Roads area can follow @sandycastlevb on social media for updates, upcoming appearances, and “Pin Drops,” interactive scavenger hunts in which locals can snag special *Sandy Castle*-branded pins dropped around the city.

For more information on bookings, business or media inquiries, please contact:

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