



News Release

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NBC and Sun Valley Institute to Host *New Amsterdam* Talk Back Tour Event in Carey, Idaho

The Event, sponsored by St. Luke's Wood River, brings New Amsterdam Star Janet Montgomery and Executive Producer Peter Horton to Idaho to hear the rural stories that aren't being told.

- Talk Back listening session will be held on March 21, 2020 from 7:00 - 9:00 PM at the Carey School Gymnasium
- [Sun Valley Institute](#) and NBC are partnering to create visibility and awareness of the issues facing families in rural Idaho.
- Stories from the audience will be used as material for future episodes of the NBC show [New Amsterdam](#)
- The event is sponsored by St. Luke's Wood River Medical Center

Carey, Idaho -- **The Sun Valley Institute and NBC are partnering to bring the *New Amsterdam* Talk Back Listening Tour to Carey, Idaho on March, 21, 2020, The event is sponsored by St. Luke's Wood River Medical Center.** This is the third in a series of Listening Tour events conducted by the executive producers of the show to "capture the stories" not being told by Hollywood. We are at risk of losing rural America, a place of grit, resilience and self-reliance. The stories told by attendees at this event will inform the future development of the show and help drive the bigger conversation around the real issues facing rural Idaho and rural America as a whole.

"The Talk back Tour is our attempt, in an election year, to bridge the divide. To go to communities we don't normally go, to reach out, to ask them what we're missing. To tell us their stories," says *New Amsterdam* Executive Producer, Peter Horton. "This project is part creative and part patriotic. Part self-serving as it helps us expand our horizon, and part ethical as it hopefully helps reach across from a traditionally "Blue" community to a "Red" community to listen, learn and lean in."

The Carey, Idaho event will start with a screening of an episode of *New Amsterdam* that highlights the shows commitment to exploring and revealing the issues affecting America. After the episode, *New Amsterdam* star Janet Montgomery and Executive Producer Peter Horton will be joined on the stage by a moderator from Boise NBC affiliate KTVB to hear individual stories from the audience.

"The issues facing rural Idaho mirror the issues facing rural communities across the country. Rural economies are struggling, and they face formidable challenges, including



vulnerability to increases in wildfires, droughts, floods and other climate-exacerbated risks. At the same time, the rural way of life is attractive to many," stated Sun Valley Institute Board Member and Carey-Picabo Chamber of Commerce Chairman, Mike Higgs." Hosting this event in Carey is an opportunity to have the voices of rural Idahoans heard and amplified on an unconventional stage. We are looking forward to bringing this event to Carey and to hearing the stories that result."

Interviews with NBC personalities can be arranged upon request.

About the Sun Valley Institute

The Sun Valley Institute (SVI) builds resilience in its home of central Idaho and far beyond, serving as a resource to communities in need. Partnership on the *New Amsterdam* Talk Back Tour event is a chance for our community to come together around common challenges and opportunities, such as **economic opportunity**, **health care**, and **protecting our families and communities**.

Tickets for the screening and Talk Back event are free and available here:

<https://www.sunvalleyinstitute.org/event/new-amsterdam-talk-back-tour/>