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Creators Mike Fly, Simon Fraser, Stephanie Kaliner bring *Sexy Nerd Girl* to life in: *Versus Valerie*

March 7th, 2013, Toronto, Canada: [Sexy Nerd Girl](#), the successful YouTube Vlog debuts today in a new form, the scripted 12-part [Versus Valerie](#). *Versus Valerie* unfolds in real-time with episodes premiering every 2 weeks.

“We started *Sexy Nerd Girl* because we wanted to connect our character directly to her audience, after two years, Val feels like a friend to me and many of the viewers,” says Co-Creator Mike Fly. “I’m so excited for them to see what we have in store for them - *Versus Valerie* is really going to knock their socks off!”

Versus Valerie follows the life of Valerie Lapomme (a.k.a. SexyNerdGirl), a geeky 25-year-old vlogger who loves comics, sci-fi and fantasy. *Sexy Nerd Girl* has been an interactive transmedia experiment from the beginning that has allowed viewers to communicate with the character through her Facebook, YouTube comments, blogs and Twitter. These interactions helped shape the characters, her universe, and influence the storylines...and eventually led to the creation of *Versus Valerie*. You can connect with Valerie across all social media here: [Twitter](#), [Facebook](#), [YouTube](#), [Blip](#), [Twitter](#), [Tumblr](#), and [Google+](#)

“Audience interaction is a key component of the show. And social media interactions have been invaluable in that effort. By engaging with viewers of what is essentially Val’s video diary and online life, we’ve generated in our audience a very deep level of emotional commitment to her story. The invariably positive spin that Val puts on everyday events also keep viewers coming back,” says Co-Creator Simon Fraser

As an active member of the YouTube community, the *Sexy Nerd Girl* crew is now collaborating with some of YouTube’s biggest personalities like Craig Benzine (WheezyWaiter), Corey Vidal (ApprenticeA), Peter Chao (pyrobooby), the cast of 3KillaBytes, and Will Conlon from the web series “Out With Dad” *Versus Valerie* also stars the original sexy nerd girl herself [Hannah Spear](#) as Valerie Lapomme, [Adam Christie](#) as Guy Sideki, and [Mark Meer](#) (voice of Commander Shepard in Mass Effect) as The Doctor.

Embed Code for Trailer: <iframe width="853" height="480" src="http://www.youtube.com/embed/P918r9yqBDU" frameborder="0" allowfullscreen></iframe>

Embed Code for Episode 1: <iframe width="853" height="480" src="http://www.youtube.com/embed/VZFPf58PMsk" frameborder="0" allowfullscreen></iframe>

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About Sexy Nerd Girl and Versus Valerie

SEXY NERD GIRL is an interactive transmedia project that follows the life of fictional vlogger Valerie Lapomme, a self-professed sexy nerd girl, who digs comics, sci-fi, fantasy, computers, video games, Pokémon and sex. The project currently combines Valerie's POV vlog narrative and presence on social media platforms to create an opportunity for interaction with the audience that shapes her story and her character. This layer of engagement is managed by a small, dedicated team of sexy nerds, who incorporate interactions on a variety of portals that Valerie enjoys, bringing the audience into the story in a meaningful way. In early 2013, the project takes a new shape when audiences get their first, 12-episode peek at Val's life from outside her own perspective - [VERSUS VALERIE](#). This 3rd-person look into the life of the character will follow Val as she tries to navigate love, her BFF Guy and her overbearing mother. Season One of the series brings her world to life with the tones of *Ferris Bueller's Day Off* and *Scott Pilgrim Versus the World* in full HD.