



Al Scramuzza
THE CRAWFISH KING



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Al Scramuzza: The Crawfish King is a captivating story about a depression-era, poverty stricken youngster who gambled with marbles at five years old in the French Quarter, but later built one of the most successful seafood empires in the country. Scramuzza would eventually roll dice with former Louisiana Governor Edwin Edwards on the high-roller craps tables in Las Vegas, but then go bust and later find spiritual salvation as a recovering addict and sponsor at Alcoholics Anonymous and Gamblers Anonymous. He would ultimately sponsor and mentor thousands of other addicts over a 35-year span and would become one of the longest and winningest Little League coaches in Louisiana history.

Louisiana's Crawfish King Al Scramuzza is the flamboyant and wildly successful Sicilian entrepreneur credited with making the spicy crustaceans an essential staple in New Orleans' world renowned cuisine. In the early 1950s, Scramuzza, who grew up a poor French Quarter orphan, began trucking thousands of pounds of live crawfish from Louisiana's country farms and created the unique recipe of spices to boil mouthwatering mudbugs. Today, crawfish dishes are prevalent in restaurants throughout the Southern United States and beyond.

By the 1970s, Scramuzza owned and operated one of the largest seafood distributors in the country with his Seafood City taking up an entire city block in New Orleans' Mid-City neighborhood. Scramuzza became an iconic New Orleans character through his hilarious and outlandish television commercials with catchy jingles which he produced and starred in himself.

But his fame and fortune turned to heartache and misery when the dire consequences of his boozing and gambling escalated. In 1984, Scramuzza joined recovery fellowships to overcome his addictions and then dedicated his life to counseling and rescuing the lives of other alcoholics and compulsive gamblers. He also gave back to the community by coaching and mentoring thousands of youngsters at New Orleans neighborhood parks and youth sports programs, inspiring young athletes to win countless championship trophies over more than three decades.

WLAE is proud to present ***Al Scramuzza: The Crawfish King***, the fascinating story of his journey from rags to riches, to bankruptcy, and ultimate salvation as a spiritual mentor and life-saver to thousands of lost souls.



Executive Producers Jim Dotson and Ron Yager are the power team responsible for dozens of award-winning films and series for WLAE-TV.

Their individual and collaborative careers include extensive experience and expertise producing entertaining and informative content for television audiences.

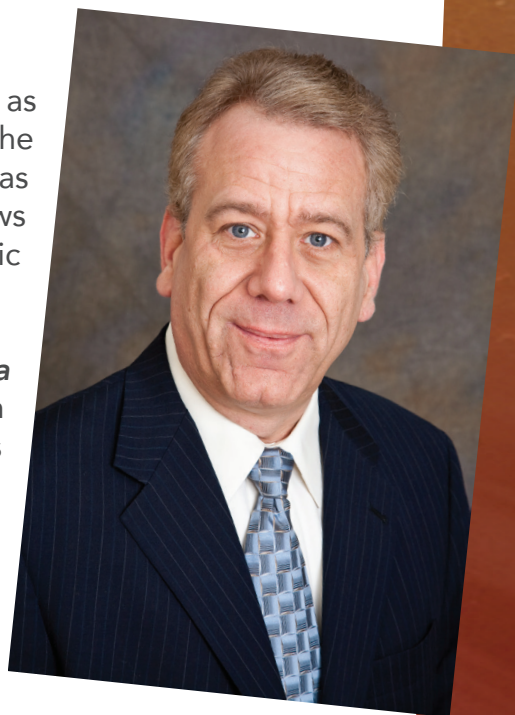
Their award-winning films, ***Fats Domino – Walkin’ Back to New Orleans***, ***Leah Chase: The Queen of Creole Cuisine*** and the Emmy Award-winning ***A Tribute to Toussaint***, ***Irma Thomas: The Soul Queen of New Orleans*** and ***Battlegrounds: The***

Lost Community of Fazendeville have enjoyed national distribution through American Public Television and NETA (National Educational Telecommunications Association). Louisiana Public Broadcasting affiliate stations also air these timeless classics, along with two recent fine art-focused films: ***George Dunbar: Mining the Surfaces*** and ***Blue: The Life and Legacy of George Rodrigue***. Viewers worldwide can find WLAE programs on DVD at shop.WLAE.com and on YouTube **@WLAETV**.

In addition to documentaries, for more than 40 years, WLAE has also produced popular television series celebrating Louisiana music, food and culture, including their multi-Emmy Award-winning travel series, ***Go Coast: Louisiana*** and an innovative talk show featuring one celebrity guest per episode: ***Let’s Talk with Keith Spera***, launched in Summer 2023.

Producer Steve Schulken has built a reputation as an award-winning professional in all facets of the communication industry, from television broadcasting as a producer, reporter, managing news editor and news assignment editor to marketing, advertising and public relations executive.

Schulken served as producer of WLAE’s ***Irma Thomas: Soul Queen of New Orleans***, which won two 2022 Emmy Awards. He has also won Press Club of New Orleans awards for Best Business News story and Best TV Spot news coverage, and Addy awards for numerous projects, in addition to serving as keynote speaker for the Louisiana Broadcasters Association, and the American Marketing Association.



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ICON \$25,000+	Icon level with "Presented by" opening/closing spot or credit with optional motto/tagline, inclusion on "step and repeat" wall at premiere, hyperlinked logo or name on the documentary web page, social media mentions, framed film poster, premiere signage and tickets.
DIAMOND \$15,000+	Diamond level opening/closing credit with logo or name with optional motto/tagline, inclusion on "step and repeat" wall at premiere, hyperlinked logo or name on the documentary web page, social media mentions, framed film poster, premiere signage and tickets.
PLATINUM \$10,000	Platinum level opening/closing credit with logo or name, inclusion on "step and repeat" wall at premiere, social media mentions, framed film poster, premiere signage and tickets.
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SILVER \$5,000	Listing in Silver level closing rolling credits. Film poster, premiere signage and tickets.
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COPPER \$1,000+	Listing in the Copper level closing rolling credits, and 2 Premiere party tickets.
FRIEND \$500+	1 Premiere party ticket.

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OR VISIT:**

wlae.com/scramuzza



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