



**ADAM HICKS  
PROMOTES HIS STARRING ROLE IN THE NEW  
DISNEY XD SERIES  
ZEKE AND LUTHER  
WITH A MEMORABILIA DONATION AT  
PLANET HOLLYWOOD TIMES SQUARE  
MONDAY, JUNE 22<sup>ND</sup> AT 7:00 PM**

**WHO:** **Adam Hicks** - - is positioned to be one of the hottest, breakout teen actors this year. With his starring role in Disney's most anticipated new series, ***Zeke & Luther*** premiering on Disney XD, Adam will be beamed into living rooms across the country portraying 'Luther' opposite Hutch Dano ('Zeke') as they set out to conquer their dreams of becoming the best pro skateboarders in the world.

Adam's first job was starring in a national commercial for ***The Best of Andy Griffith***, playing Opie. However, it was Adam's role in the hit film ***How to Eat Friend Worms*** that caused Hollywood to take notice. First released in 2006, this highly acclaimed film, based on the beloved children's book by Thomas Rockwell, tells the story of a new kid in school, a bully and a bet made to swallow ten worms in one day. Adam played 'Joe Guire,' the schoolyard tormentor whose nefarious wager sets off a chain of events that alters the power balance. Playing a villain is no small feat, but Hicks handles the task with wit, intensity and noticeable prowess.

Previously, Hicks starred in the leading role of 'Brady Davis' in the feature film ***Down and Derby***. His other recent credits include: Universal's adaptation of the R.L. Stine bestseller, ***Mostly Ghostly***, the big screen remake of Disney's ***The Shaggy Dog*** starring **Tim Allen** and in ***The 12 Dogs of Christmas***, released on DVD in November of 2005.

Beginning at age 6, Hicks was a series regular playing young 'Dave' on the show ***Titus***, which ran for three seasons on the FOX network. He was also a series regular on the Frank Oz-directed TV pilot ***The Funkhousers***, co-starred on ABC's ***That Was Then*** and was the Discovery Channel's ***The Discovery Kid 2000***. In addition to numerous commercial credits, he has participated in several stage productions in Las Vegas, including playing the title role in ***Tom Sawyer***.

In addition to his impressive acting talent, Adam also has a true passion and a gift for music and is an award-winning rapper. Adam writes and performs his own creations of what can only be described as a hybrid techno-hip hop beat with rapping lyrics.

***Zeke and Luther*** - - is a Disney XD series about two best friends ('Zeke' and 'Luther') setting their sights on becoming the world's greatest Skateboarders. - - ***Zeke and Luther premiered on June 15, 2009 and airs Mondays at 8:30p/7:30c on Disney XD.***

**Disney XD** - - the Disney Channel's boy-oriented spin-off station.

**WHAT:** **Adam** will be at **Planet Hollywood Times Square** to promote his starring role in Disney XD's ***Zeke and Luther*** with a memorabilia donation in the main dining room.

**WHERE:** Planet Hollywood Times Square - - 1540 Broadway (corner of 45<sup>th</sup> Street)

**WHEN:** Monday, June 22, 2009 at 7:00 pm

**YOUR COVERAGE IS REQUESTED AT 6:45 PM**

**CONTACT:** Ayana Brown/Planet Hollywood - - (917) 880-6707 or [abrown@planethollywood.com](mailto:abrown@planethollywood.com)

# # #