

CAPITAL ONE - PRESS COVERAGE

RICK MERCER SPOOF

YOU KNOW YOU'VE TRULY BROKEN INTO THE PUBLIC CONSCIOUS WHEN THE PARODIES BEGIN. CBC'S RICK MERCER COULDN'T RESIST THE OPPORTUNITY TO ADAPT THE CONCEPT DURING THE 2006 TAX SEASON. AND AFTER AIRING, THE PARODY ALSO WENT ON TO BECOME A VIRAL SENSATION IN ITS OWN RIGHT.