

FOR IMMEDIATE RELEASE

YouTube Channel “How to Make Everything” marks 1,000,000 Subscriber milestone by attempting to make a YouTube Play Button from scratch.

<https://youtu.be/M43ISCeQ8dU>

It started out as a personal challenge. Then it turned into a documentary. Then a local TV Series...Now, seven years later, “How to Make Everything” seems to have found its niche on YouTube. Since launching on the platform in 2015, the Channel recently passed the 1 million Subscriber mark.

The show follows Andy George, Creator and Host of "How to Make Everything", as he makes everything from a sandwich to a suit, tools and even a root beer float from scratch...literally.

"This is not a 'How To' show. The show is meant to reveal how complicated it is to make every day items we take for granted, once you strip away the manufacturing and distribution networks which are the backbone of our modern lifestyle" Andy says about his show. "I am by no means an expert in any of the activities I pursue in the series, so the entertainment factor comes in seeing me struggle and sometimes epically fail at my tasks".

For example, the premiere episode covers Andy making a sandwich from scratch. This

involved growing the wheat to make the bread, sunflowers to make oil for mayonnaise, cucumbers for pickles, lettuce and tomatoes. For salt, Andy had to travel to the Pacific Ocean to gather sea water, which he boiled down. He collected eggs and milk from a farm for mayonnaise and cheese. Then there is the slightly uncomfortable moment in which Andy has to slaughter a chicken himself for the meat. All in all, it took Andy six months at a cost of \$1,500 to make what typically costs \$6.00 at a sandwich shop.

To mark the occasion of this milestone, Andy is taking a note from the playbooks of other YouTube Creators by making his own YouTube Play Button himself. YouTube rewards its Creators with official YouTube Play Button plaques when they surpass a certain Subscriber count.

For 1 million Subscribers, YouTube rewards Creators with a Gold Play Button. Other “Maker” Channels will often craft their own play buttons to commemorate the occasion, fashioning them out of wood or a material they favor on their Channel. Andy is taking his project further, by making his play button out of 6 different elements he’s had to learn how to make or work with on the Channel: Obsidian, Penny Bronze, Aluminum, Clear Glass, Copper, Gold. Six separate puzzle pieces which, when assembled, will make the play button!

The video launches on Friday, February 8th on How to Make Everything’s YouTube Channel.

For images, visit our Instagram page! For more information or interview requests, please contact us:

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About the YouTube Play Buttons (from Wikipedia)

1. The **Silver Play Button**, for channels that reach or surpass 100,000 subscribers. The old version was made of [nickel](#)-plated [cupronickel](#) alloy.^[7] The new version (as of March 1, 2017) is 92% nickel, 5% carbon and 2.5% zinc, with traces of other metals.^[8] In March 2018 the look of the Silver Play Button was updated from a metal button housed within a window box with the channel's name printed on the front glass pane to a cleaner-looking flat designed metal plaque award featuring the channel name's embossed on it.^[9]

2.  The **Gold Play Button**, for channels that reach or sur  pass 1,000,000 subscribers. It is made of [gold-plated](#) brass.^[7] In March 2018 the look of the Gold Play Button was updated from a metal button housed within a window box with the channel's name printed on the front glass pane to a cleaner-looking flat designed metal plaque award featuring the channel name's embossed on it.^{[9][10][11]}
3.  The **Diamond Play Button**, for channels that reach or surpass 10,000,000 subscribers. It is made of silver-plated metal inset with a large piece of [crystal](#) in the shape of a play button triangle.^{[12][13]}
4.  The **Custom Play Button**, for channels that reach or surpass 50,000,000 subscribers. On December 18, 2016, YouTuber [PewDiePie](#) was the first YouTuber to receive a red trophy as a gift for reaching 50,000,000 subscribers. He then called it a "ruby play button," even though YouTube never officially named the award. It was made in the shape of his channel's logo: a hand giving a "bro fist", or a [fist bump](#). It also came with several mini-awards to be gifted to subscribers that had been subscribed the longest and were still active. It is not referenced in the Creators Award page.^{[14][15]} [T-Series](#) is the second YouTube channel to pass 50 million subscribers milestone, and received a custom play button on September 11, 2018.^[16] The T-Series play button displays the letter T, and is made with transparent glass.^[17] Although the name "Ruby Play Button" is widely used, the fact that T-Series received a glass trophy indicates that each channel that reaches 50 million subscribers will receive a customized award, not necessarily red in color.

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