



FOR IMMEDIATE RELEASE

“4REAL Vancouver”

**Featuring Actress Eva Mendes
and Downtown Eastside’s Portland Hotel Society**

Airs on CTV on Wed., March 12 at 7 p.m.

Episode is part of CTV’s Spring Break preview of the Vancouver-produced,
4REAL global documentary series—March 7-12

Celebrities – Adventure – Inspiration
REAL People – REAL Places – REAL Stories – REAL Change

Vancouver – March 7, 2008 – Vancouver-based media company, Direct Current Media (DCM) announced today the premiere airing of “4REAL Vancouver” on CTV on March 12 at 7 p.m.

In “4REAL Vancouver,” Host Sol Guy brings one of Hollywood’s finest leading ladies, Eva Mendes, to his hometown to connect with community leader Liz Evans and the Portland Hotel Society. Liz and her 200-person staff at the Portland Hotel Society are on the frontlines of lending dignity and stability to the lives of people living in Vancouver’s Downtown Eastside, a neighbourhood overwhelmed with homelessness, addiction and disease. Sol and Eva experience their projects first hand and connect with a community of people most often ignored by society.

The show is one of eight episodes in Season One of DCM’s new, global documentary television series, 4REAL.

4REAL, a series of half-hour television shows hosted by Sol Guy, takes celebrity guests on adventures around the world to connect with young leaders who, under extreme circumstances, are affecting real change on some of the most pressing issues of our time.

Celebrity guests for Season One are Cameron Diaz, Mos Def, Joaquin Phoenix, Eva Mendes, Casey Affleck, K’NAAN, M.I.A. and Flea of the Red Hot Chili Peppers.

As part of CTV’s Spring Break preview of 4REAL, four episodes will air March 7-12. (detailed descriptions can be found below in the Episode Guide. For airtimes in areas other than B.C., check www.4REAL.com for local listings.):



Fri., March 7 at 7 p.m. – **4REAL Pawnee** with actor Casey Affleck
Mon., March 10 at 7 p.m. – **4REAL Peru** with actress Cameron Diaz
Tues., March 11 at 7 p.m. – **4REAL Haiti** with Flea, bassist for Red Hot Chili Peppers
Wed., March 12 at 7 p.m. – **4REAL Vancouver** with actress Eva Mendes

4REAL Season One will air on MTV in Canada beginning April 14, 2008. In March, 4REAL began airing globally (except in Canada, U.S. and U.K.) on National Geographic Channels International in 166 countries and 35 languages.

About 4REAL

4REAL is a celebration of real-life heroes who have decided to make the world a better place. The celebrities featured in 4REAL leave everything they know behind, no entourage, no red carpet, no safety net, as they experience something completely new. From Rio's City of God to the heart of the Amazon; from the peaks of the Peruvian Andes to Vancouver's Downtown East Side, what these celebrities find moves and humbles them in ways they will never forget.

4REAL inspires viewers through the leaders' stories, through their courage, creativity and dedication to tackling issues such as poverty, environment, health, children's and indigenous rights, drugs and violence in their communities and beyond.

4REAL's Profit-Sharing Model

Beyond the exposure that 4REAL provides, these young leaders are partners in the show, with 50 per cent of the show's profits going directly to their initiatives.

Creators and Producers

4REAL is created by Sol Guy and Josh Thome. Executive producers are Chris Haddock, Laura Lightbown and Joaquin Phoenix.

About Direct Current Media

4REAL is produced by Vancouver-based Direct Current Media (DCM), an emerging leader in global entertainment with production experience in 18 countries. DCM specializes in music management and media production, including TV, film and web content.

DCM builds mutually beneficial partnerships with artists and community leaders and works directly with them to creatively share their stories, spread their messages and inspire movement towards a more just and sustainable society.

For more information, contact:

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4REAL Episode Guide

4REAL *Pawnee* with actor Casey Affleck – Fri., March 7 at 7 p.m.

4REAL Host Sol Guy takes actor Casey Affleck to the Pawnee Nation reservation in Oklahoma to meet Native leader Crystal Echo Hawk and her NVision crew. NVision, a collective of Native men and women, uses hip hop, popular culture, film and visual and performing arts to create a dialogue with Native youth and inspire them to succeed.

4REAL *Peru* with actress Cameron Diaz – Mon., March 10 at 7 p.m.

In *4REAL Peru*, Sol Guy takes actress Cameron Diaz high into the Andes mountains of Peru. There, young medicine man Puma Singona, of the Quechua tribe, is keeping his people's ancient knowledge and wisdom alive. Puma introduces Sol and Cameron to his community, takes them high into the mountains for a winter solstice ceremony, and shows them one of the Seven Wonders of the World, Machu Picchu.

4REAL *Haiti* with Flea, bassist for Red Hot Chili Peppers – Tues., March 11 at 7 p.m.

In *4REAL Haiti*, Sol Guy takes Flea of the legendary Red Hot Chili Peppers to the hills of Haiti where rural health agent Camseuze Moise provides medical care to thousands of people. Sol and Flea join Camseuze as she travels to villages across the countryside, educating, empowering and saving lives. During his visit, Flea gets right in on the action, weighing babies, making a local dish called Tom Tom, and rocking a health fair with a bass solo the community will never forget.

4REAL *Vancouver* with actress Eva Mendes – Wed., March 12 at 7 p.m.

In *4REAL Vancouver*, Sol Guy brings one of Hollywood's finest leading ladies, Eva Mendes, to his hometown to connect with community leader Liz Evans and the Portland Hotel Society. Liz and her 200-person staff at the Portland Hotel Society are on the frontlines of lending dignity and stability to the lives of people living in Vancouver's Downtown Eastside, a neighbourhood overwhelmed with homelessness, addiction and disease. Sol and Eva experience their projects first hand and connect with a community of people most often ignored by society.