



FOR IMMEDIATE RELEASE

4REAL—New Documentary Series by DCM Airs on CTV in Exclusive Holiday Preview

Starring Joaquin Phoenix, Cameron Diaz,
Eva Mendes, Mos Def and more

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

Vancouver – December 13, 2007 – Vancouver-based media company, Direct Current Media (DCM) announced today the launch of its documentary television series, 4REAL. The half-hour television shows, hosted by Sol Guy, take 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.

4REAL Season One is slated to air on MTV in Canada in 2008, but viewers will be treated to an exclusive holiday preview **on CTV from December 24-28 at 7:30 p.m.** Also, in February 2008, 4REAL will air globally on National Geographic Channels International.

Special 4REAL Preview Party **Thursday, December 20 at 5:30 p.m. – Cinema 319**

DCM cordially invites you to a special invite-only 4REAL preview party to be held on Thurs., Dec. 20 at 5:30 p.m. at Cinema 319, located at 319 Main Street. Refreshments and drinks will be served.

The event will include a special screening of “4REAL Yawanawa with Joaquin Phoenix,” and a presentation by the show’s creators, Sol Guy and Josh Thome, with an introduction by 4REAL Executive Producer, Chris Haddock, and creator of “Da Vinci’s Inquest” and “Intelligence.”

Please RSVP at media@4REAL.com, or call DCM at 604-682-7341.

The exclusive holiday preview of 4REAL on CTV will air as follows:
(detailed descriptions can be found below in the Episode Guide)



- Dec. 24 at 7:30 p.m. – “**This is 4REAL**” – A CTV special with Canada AM's Seamus O'Regan and Sol Guy
- Dec. 25 at 7:30 p.m. – **4REAL Yawanawa** with actor Joaquin Phoenix
- Dec. 26 at 7:30 p.m. – **4REAL City of God** with rap superstar and actor Mos Def
- Dec. 27 at 7:30 p.m. – **4REAL Liberia** with international music sensation M.I.A.
- Dec. 28 at 7:30 p.m. – **4REAL Kenya** with hip hop star K'NAAN

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, or for an interview with host Sol Guy, contact:

Christine Walker at DCM, tel: 604-682-7341

email: media@4REAL.com

website: www.DirectCurrentMedia.com and www.4REAL.com



4REAL Episode Guide

Dec. 25 at 7:30 p.m. – 4REAL Yawanawa

In **4REAL Yawanawa**, host Sol Guy takes Academy Award Nominated Actor Joaquin Phoenix into the heart of the Amazon Rainforest to meet indigenous leaders Tashka and Laura Yawanawa. Tashka and Laura's fight for their land and their focus on their economy and traditions have empowered the Yawanawa people and brought them back from the brink of cultural extinction. Sol and Joaquin take a ride on single engine planes and tiny motorboats deep into the Brazilian Amazon where they learn about the history and traditions of the vibrant Yawanawa community. This is 4REAL Yawanawa.

Dec. 26 at 7:30 p.m. – 4REAL City of God

In **4REAL City of God**, host Sol Guy takes rap superstar and A-list actor Mos Def to meet Brazilian hip hop heavyweight MV Bill. Born and raised in the infamous City of God, MV Bill uses his talent and influence to empower the children of Brazil's favelas (slums). He has dedicated himself to documenting the lives of children caught in Brazil's brutal drug trafficking trade and helped establish CUFA, a community organization that focuses on providing alternatives for children living in favelas. The adventure takes Mos Def and Sol to Brazil's biggest hip hop festival, into the heart of the City of God, and onto the stage where Mos and MV perform together for thousands of Brazilian hip hop fans. This is 4REAL City of God.

Dec. 27 at 7:30 p.m. – 4REAL Liberia

In **4REAL Liberia**, host Sol Guy takes international music sensation M.I.A. to post-war Liberia to meet child rights advocate Kimmie Weeks. Weeks is the founder of Youth Action International, an organization that is helping to alleviate the suffering of children affected by war and empowering them to reach their full potential. Kimmie's group provides educational opportunities and employment, and is building some of the first playgrounds in post-war Liberia, among other projects. The adventure goes from a visit with Liberian President Ellen Johnson Sirleaf to the front lines of Youth Action International's projects to a dance party in a Monrovia neighborhood. This is 4REAL Liberia.

Dec. 28 at 7:30 p.m. – 4REAL Kenya

In **4REAL Kenya**, host Sol Guy takes international hip hop star K'NAAN to Kibera, the largest slum in East Africa, to connect with local hero Salim Mohamed. Salim helped found Carolina for Kibera, an organization that focuses on community empowerment. Salim takes Sol and K'NAAN into the heart of Kibera where he shows them Carolina for Kibera's medical clinic and the community development soccer program he coordinates for over 4,000 kids. During the adventure, K'NAAN and Sol find beauty and dignity in the most unsuspecting place and they are forever changed by Salim's incredible spirit. This is 4REAL Kenya.