



MEDIA RELEASE

4REAL - Inspiring Documentary Series Finds Hope Amidst Struggle - starting April 14 on MTV

- Original MTV/CTV eight-part series stars Joaquin Phoenix, Cameron Diaz, Casey Affleck, Eva Mendes, Mos Def and more –
- Canadian series follows young leaders as they affect positive change around the world –

Vancouver (April 2008) – MTV in Canada calls attention to global social issues and fosters cultural awareness and understanding with the eight-part original Canadian series **4REAL**, premiering **Monday, April 14 at 8 p.m. ET**. Executive Producer Joaquin Phoenix, along with Cameron Diaz, Eva Mendes, Casey Affleck, Mos Def, and more, are each featured in separate 30-minute episodes. The celebs embark on epic journeys to some of the most heartbreaking places on earth to connect with inspiring leaders who are affecting positive change in their local communities.

“We’re proud to be a part of a Canadian series that inspires a call to action,” said Brad Schwartz, Senior Vice President and General Manager, Music and Youth Services, CTV Inc. “It’s important to us to create content that has social currency and catalyses our viewers’ conversations. A series like **4REAL** gives young people the knowledge and tools to promote change effectively.”

4REAL begins as a search for hope and understanding and becomes a celebration of real-life heroes making the world a better place. Vancouver’s Sol Guy, **4REAL** producer and co-creator, joins a different celeb every episode. From Rio’s City of God, to the peaks of the Peruvian Andes to Vancouver’s Downtown Eastside, these celebrities are moved and humbled in ways they won’t forget.

“It’s really one of the few places in my life where I feel like I really achieved a sense of true contentment,” said Joaquin Phoenix about his experience in the heart of the Amazon in the episode **4REAL Yawanawa**.

Media Note: Download **4REAL** photography and episode synopses at www.4real.com/press.

“Our partnership with MTV and CTV allows **4REAL** to be a ground-breaking show on multiple levels,” said Sol Guy. “We’re splitting profits with the communities featured and we have an entirely new take on celebrity involvement. Most importantly, this series delivers a *positive* message. It’s all about creating awareness and inspiring people to make a difference.”

4REAL is set to air on various National Geographic channels around the world. The original Canadian production will be seen in 166 countries in 53 different languages. Sol Guy and **4REAL** co-creator Josh Thome were recently honoured with the National Geographic Emerging Explorers Award, which recognizes their work on the series.

Once again, MTV launches a multi-platform campaign to reach its audience. Each week, full episodes are available on demand immediately following the broadcast at mtv.ca/think. Viewers can also visit and join 4REAL.com to get informed, take action and promote positive change.

The series features the following eight episodes (all airings are **Mondays at 8 p.m. ET**):

April 14 - **4REAL Peru** with actor Cameron Diaz
April 21 - **4REAL Liberia** with international music sensation M.I.A.
April 28 - **4REAL Haiti** with Flea of the Red Hot Chili Peppers
May 5 - **4REAL Yawanawa** with actor Joaquin Phoenix
May 12 - **4REAL Pawnee** with actor Casey Affleck
May 19 - **4REAL City of God** with rap superstar and actor Mos Def
May 26 - **4REAL Kenya** with Canadian hip hop star K'NAAN
June 9 - **4REAL Vancouver** with actor Eva Mendes

4REAL is produced by Direct Current Media (DCM), in association with CTV for CTV and MTV. **4REAL** is hosted by award-winning producer and co-creator Sol Guy. Josh Thome is co-creator. Executive Producers of **4REAL** are Joaquin Phoenix, Chris Haddock and Laura Lightbown. Ben Rotterman is Executive Producer, MTV. Mark McInnis is Vice President of Production, MTV. Susanne Boyce is President, Creative, Content and Channels, CTV Inc.

4REAL begins Monday, April 14 on MTV in Canada and airs as follows:

4REAL Peru – Monday, April 14 at 8 p.m. ET

Cameron Diaz and Sol head high into the Andes Mountains of Peru. They meet Puma Singona, of the Quechua tribe. Puma introduces Sol and Cameron to his community, takes them to a winter solstice ceremony, and shows them one of the Seven Wonders of the World, Machu Picchu.

4REAL Liberia – Monday, April 21 at 8 p.m. ET

Music sensation M.I.A. and Sol travel to post war Liberia where they meet child rights advocate Kimmie Weeks. Kimmie shows how he is helping young people rebuild their lives and their country.

4REAL Haiti – Monday, April 28 at 8 p.m. ET

Flea of the legendary Red Hot Chili Peppers and Sol head to the hills of Haiti. They meet rural health agent Camseuze Moise who travels to villages across the countryside to educate, empower, and save lives.

4REAL Yawanawa – Monday, May 5 at 8 p.m. ET

Joaquin Phoenix and Sol head into the heart of the Amazon Rainforest to meet Tashka and Laura Yawanawa. Tashka and Laura have managed to double the Yawanawa territory and reinvigorate Yawanawa culture. They have also established economically and socially empowering relationships with the outside world.

4REAL Pawnee – Monday, May 12 at 8 p.m. ET

Casey Affleck and Sol travel to the Pawnee Nation reservation in Oklahoma, USA. They meet the Native NVision crew who use hip hop, popular culture, film, and performing arts to reach out to Native youth.

4REAL City of God – Monday, May 19 at 8 p.m. ET

Mos Def and Sol head to the infamous favela (slum) City Of God to meet with Brazil's #1 rap artist MV Bill. Mos Def and MV Bill explore the transformative power of hip hop culture and perform together in Rio for thousands of fans.

4REAL Kenya – Monday, May 26 at 8 p.m. ET

Hip hop star K'NAAN and Sol travel to Kibera, the largest slum in East Africa, to connect with local hero Salim Mohamed. Salim shows them the medical clinic he helps run and the community development soccer program he coordinates for over 4,000 kids.

4REAL Vancouver – Monday, June 9 at 8 p.m. ET

Eva Mendes and Sol visit Sol's hometown to connect with community leader Liz Evans and the Portland Hotel Society. Liz and her 200-person staff lend dignity and stability to the lives of people living in Vancouver's Downtown Eastside.

For more information on the series, visit www.4REAL.com.

About MTV in Canada

MTV in Canada is a Canadian programmed and managed business wholly owned by CTV Inc., a division of CTVglobemedia. MTV offers a distinctly Canadian interpretation of the MTV brand across multiple platforms, including a revolutionary broadband service, MTV.ca, and across an MTV-branded analog specialty service that delivers innovative lifestyle, talk and documentary programming with a commitment to 71 per cent Canadian programming in primetime. The MTV business is powered by an alliance between CTV, Canada's Number One television brand and MTV Networks, the world's most valuable media brand. MTV in Canada is one of 50 MTV-branded services worldwide serving 171 territories around the world.

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.

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