



## What they're saying ABOUT 4REAL

### REAL People – REAL Places – REAL Stories – REAL Change

4REAL is a series of half-hour television shows hosted by Sol Guy that 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. The shows take viewers on adventures with these celebrities, but ultimately it's the young leaders who emerge as the stars. 4REAL inspires viewers with stories of 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. 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.

4REAL has aired on MTV in Canada, on The CW in the U.S. and globally on National Geographic Channels International in 166 countries and 35 languages.

4REAL co-creators Sol Guy and Josh Thome have been selected as recipients of the 2008 National Geographic Emerging Explorers award. See: [www.nationalgeographic.com/field/explorers/guy-thome.html](http://www.nationalgeographic.com/field/explorers/guy-thome.html)

### QUOTES – What they're saying about 4REAL:

**Actor Joaquin Phoenix**, on his experience with "4REAL Yawanawa" in the Brazilian Amazon:  
"I didn't know what to expect. It was definitely a journey. It's really one of the few places in my life where I feel like I really achieved a sense of true contentment."

**Music sensation, M.I.A.**, on her experience with "4REAL Liberia:"

"I think it was an important thing for me to go to Liberia. [Liberia is] about an attitude and a sense of self and the new... If you see the greatness in someone they will be great. And I think I see the greatness in Liberia."

**Actor Casey Affleck**, on his experience with "4REAL Pawnee" on the Pawnee reservation in Oklahoma:

"The moment that I was most moved was when they did that ceremony to welcome Sol and I. I was just floored and it wasn't like anything that I had expected or experienced."

**Musician Flea**, bassist for the Red Hot Chili Peppers, on his experience with "4REAL Haiti":

"I met so many beautiful people. I'll never forget these three days as long as I live. I don't really even have words for it, how beautiful it was and how touched I am by the whole experience."

**Actress Cameron Diaz**, on her experience with "4REAL Peru":

"It was really wild, just to see people making a livelihood off these vast landscapes. There's so much happening there. There's a sense that everybody is connected to a cycle."

**Actress Eva Mendes**, on her experience with "4REAL Vancouver" filmed in the Downtown Eastside:

“I’m taking away so much, so much growth spiritually and I’ve just been so educated. I feel like through these experiences with these people I have learned so much.”

**Actor, hip hop star Mos Def**, on his experience with “4REAL City of God” filmed in Rio’s favelas:

“This experience has taught me that we have to get free. The oppression must end. The oppression is not an acceptable system of living on planet Earth and that we have it in our power to end it.”

**Terry Garcia**, National Geographic’s executive vice president for Mission Programs:

“Our mission is to inspire people to care about the planet, and our Emerging Explorers are outstanding adventurers whose endeavors further this mission. We are pleased to honor these exciting new leaders (Emerging Explorers 2008 award recipients, 4REAL co-creators Sol Guy and Josh Thome) who are setting out on promising careers.”

**Liz Evans**, Executive Director and Founder of the Portland Hotel Society in Vancouver, leader featured in “4REAL Vancouver”:

“My experience with 4REAL was really positive. The team are lovely people who feel passionate about social justice, and are using celebrities as a vehicle to get attention to issues that are often unglamorous and hard to look at. In the Downtown Eastside, the challenges presented by homelessness and drug addiction are neither easy nor glamorous. They are hard stories involving real people, and 4REAL tried very hard to capture that.

Having Eva Mendes ask questions that reflected to the viewer what many people may want to ask was a useful way of engaging people who were not familiar with the issues in our community. She was very affected by what she saw, and having her be honest and open to the experience was also a real pleasure. Overall, I think what 4REAL has created, in terms of its programs, educational materials and online community, has helped improve the awareness of many Canadians, to some pretty desperate situations and stories around the world. Hopefully we can collectively respond to our fellow human beings with more humanity as a result of being challenged and educated.”

**Kimmie Weeks**, Founder of Youth Action International, leader featured in “4REAL Liberia”:

“Liberia was still on the U.S. travel advisory list when 4REAL arrived to join me. I was worried that this group would find a terrible time adjusting to a post-war country. Yet, within hours of arriving, they were already immersed in Liberia and falling in love with it. Sol and M.I.A. embraced everything and everyone.

The experience with 4REAL was absolutely transformational for me, my organization, and everybody they met. M.I.A. and Sol brought light and radiance in everything they did. It brought new life, meaning and hope to us...They had made me see things in a new way, brought with them immense love, and shared their hearts and souls with the people on Liberia. I want to experience it every day for as long as I live.”

**For more information**, email: [media@4REAL.com](mailto:media@4REAL.com)  
or visit [4REAL.com](http://4REAL.com).