



For more information, contact: Natalie Judd, 203.389.5223, njudd@dex-p.com
Maritza Reveron, 646-747-8820, mreveron@dex-p.com

FOR IMMEDIATE RELEASE

Chasing Che

Beginning September 4 a new adventure and discovery series provides a fresh look at Che Guevara's Latin America

NEW YORK, August 27, 2007 – How are you changed by your travels and what footprints do you leave? For Ernesto Guevara, a legendary motorcycle trek across the back-roads of Latin America transformed a freewheeling youth into the controversial revolutionary the world came to know as “Che.”

Chasing Che, a ten-week series making its US premiere on V-me Tuesday, September 4 at 4:00pm(ET)/1:00pm(PT) gives viewers a fresh and entertaining perspective on travel and history.

More than 50 years after the journeys of Guevara and his friend, Alberto Granados, two young Latin Americans retrace their path. Over 13,000 kilometers through the same pampas, rivers and mountains, the adventurers begin a life-changing journey, following the route described in the book and film, *The Motorcycle Diaries*. As the two young riders compare the realities of present-day Argentina, Chile, Peru, Colombia and Venezuela to Che and Granado's observations a new South America will be revealed. How far has it come and where is it headed?

With ***Chasing Che*** V-me fulfills its mission to U.S. Latinos – with innovative programming that reveals new perspectives and information. Developed by National Geographic Adventure, ***Chasing Che*** unleashes the spirited adventurer in all of us with exhilarating stories and stunning imagery.

V-me is presented locally by public TV stations in many cities as a digital broadcast and on basic cable and nationally on DISH Network Ch 9414 and DISHLatino Ch 846. Check your local listings for more information.

About V-me

V-me is the national network partnered with Public TV, that entertains and educates America's Latino families in Spanish with a lively mix of original and exclusive programs including: kids, lifestyle, nature, science, history, current affairs, music, arts, and nightly movies. The 24-hour digital broadcast network is presented by public television stations and carried on basic digital cable and satellite. V-me is the first venture announced by newly formed media production and distribution company, V-me Media Inc. To find out more visit www.v-me.tv

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