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## FOR IMMEDIATE RELEASE

### **V-me Hosts Kids and Rockumentary Marathons on July 4th** *V-me's diverse programming offers Smart Entertainment for Everyone*

**NEW YORK, June 27, 2007** – V-me, the first Spanish network created in partnership with public television, showcases the broad appeal of its smart, engaging educational and entertainment programming with two July 4<sup>th</sup> marathons -- **V-me Ninos** for pre-schoolers and their parents, and **Rock Road**, for late-night rock music and travel fans.

**V-me Ninos** will highlight the network's award-winning pre-school lineup by extending the regular 5-hour daily block of children's shows into an 10-hour festival, including the U.S. premieres of two new series. **Cinco Minutos más/Five Minutes More**, a short form program featuring characters developed by The Jim Henson Company, promotes literacy, story telling, and reading aloud to children. **Dougie se disfrazal/Dougie in Disguise**, the escapades of a boy whose imagination brings his sticker albums to life, encourages creative play while introducing children to many different characters and the work they do for a living.

Everyday, V-me offers the best education-based entertainment for pre-schoolers on Spanish television. Featured programs include:

- **Jim de la Luna/Lunar Jim**, an animated astronaut transports pre-schoolers into a world of discovery and fun, promoting active learning and pre-science skills along the way;
- **Las Tres Mellizas Bebes /The Baby Triplets** relates the adventures of Ana, Teresa and Helena, mischievous babies as they learn vocabulary, language skills and social development;
- In each episode of **Los Pies Magicos de Franny/Franny's Feet**, Franny slips on a pair of shoes and asks, "Where will my feet take me today?" The answer can be the African Savannah, a Mexican fiesta, or a tea ceremony in Japan. The series weaves global awareness, science and vocabulary into delightful storytelling;
- Discoveries, stories and interactive games are highlighted in **Connie La Vaquita/Connie the Cow**, as loveable, curious Connie, her family and animal friends invite preschoolers to develop awareness of living things;
- **Plaza Sésamo**, the highly acclaimed Spanish-speaking counterpart of *Sesame Street*, features animation, live action, original music and unforgettable characters that teach basic verbal and math concepts, and help kids gain a better understanding of the world around them.

**Rock Road Marathon** – for music fans and late-night channel surfers kicks off V-me's July 4 programming at 1 a.m. EST with six hours of the rockumentary series, a V-me exclusive. Zeta Bosio, bassist of the legendary Argentine rock band Soda Stereo, offers an insider's look at the freedom inspired by and lived through music, while leading a group of young people to top rock music festivals around the world. Along the way, the travelers find themselves in spontaneous interactions with local culture, history and international rock legends. The July 4<sup>th</sup> Marathon promotes the new season of **Rock Road**, premiering on V-me July 15<sup>th</sup>.

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 a new 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](http://www.v-me.tv)

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