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CURRENT TV PROGRAMMING GOES GREEN ON EARTH DAY

*Q'Orianka Kilcher, Adrian Grenier, Taryn Manning,
DJ AM, Ben Harper, Henry Rollins
to Host Original PSAs*

San Francisco (April 19, 2006) – Current TV will celebrate Earth Day by dedicating a full one-third of its programming on April 22 to environmental issues around the world and local observances across the U.S. With Current TV hosts and celebrity guests **Q'Orianka Kilcher** (*The New World*), **Adrian Grenier**, **Taryn Manning** (*Hustle and Flow*), musicians **DJ AM** (a.k.a. Adam Goldstein), **Ben Harper**, **Henry Rollins**, and **Charlotte Martin**, and actors **David Sheridan** (*Free Ride, Little Man*) and **Sam Golzari** (*American Dreamz*), wrapping each short-form segment from various outdoor locations. The network will also forego music in favor of natural sounds for its promos and channel IDs.

“It’s exciting to see a TV network this involved in Earth Day and the environment,” said Kilcher. “As the youth of today, we have to take initiative and demand responsible, eco-friendly solutions. The future of this planet is in our hands. I’m thrilled to have the opportunity to reach out to viewers and inspire everyone to do their part. I believe we all have to use our voice and step forward to promote change and Current TV allows young people to do that.”

Current TV specializes in short, nonfiction content, featuring a continuous flow of short-form videos, called “pods,” that cover a variety of topics. Among the programming viewers can expect, both Current-produced and viewer created:

-  **Current Earth: Bio-Diesel Love** – Are bio-fuels the wave of the future or just a bizarre fad that will fizzle out? Meet entrepreneurs leading the way: from a farmer in Colorado running his vehicles on 100% vegetable oil, to the owner of a business in L.A. who converts cars to run on fast-food leftovers.
-  **Current Earth: Slaves of the Amazon** – A disturbing exposé on how indentured servants are being used to deforest the Amazon forest in Brazil.
-  **Current Earth: Eco Boards** – With a nod toward helping the planet, these guys in Maine make surfboards the old-fashioned way, out of wood.
-  **Current Casa: Earthship** – A tour of the Greater World Earthship Colony outside of Taos, New Mexico, where a hundred people live off the grid in a society built solely from recycled cans, bottles, and tires.
-  **Current Cuisine: Freegans** – Follow a merry band of intrepid foodies on the hunt for their next meal.

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- 🌍 **Current International: Myurah** – Laura Ling visits an Indian tribe in Brazil’s Amazon forest. Once viewed as protectors of the forest, some tribes are beginning to cut down trees in the Amazon to make money so that they can buy modern goods.

Among those “pods” focusing on events nationwide:

- 🌍 **Current Radar: “Earthfest”** – Six-week celebration in Alabama (March 17-April 29), with events including community painting, gardening, canoeing, biking, and drumming.
- 🌍 **Current Radar: “Beyond Green”** – Reno’s main Earth Day event in Idlewild Park on April 23, attractions to include organic wine and beer tasting, sustainable farmer’s market, cell phone and car battery recycling, and live musical acts.
- 🌍 **Current Radar: “Green Apple Music & Arts Festival”** – Taking place in New York City from April 20-23, kicking off with the sixth annual “Jammy Awards,” with performances by Blues Traveler, Bela Fleck and the Flecktones, DJ Logic, Slick Rick and dozens of other artists.
- 🌍 **Current Radar: “Earth Fair”** – 17th annual Earth Day celebration in San Diego’s Balboa Park, described as “the largest free environmental fair in the world,” with over 60,000 attendees expected.
- 🌍 **Current Radar: “BioElectronic”** – Scientists in the U.K. have developed a biodegradable mobile phone casing, with sunflower seeds inside. The material breaks down in the soil naturally. In essence, when you’re done with the phone, you can plant it in your garden! There is a prototype on display now at the Science Museum in London.
- 🌍 **Current Earth: “CleanUps”** – There are Earth Day Cleanups across the country and all throughout April. You can search for activities by state at earthday.net.
- 🌍 **Current Earth: “WorldFest”** – The Sixth Annual WorldFest in Los Angeles is being held at Woodley Park in Encino. The Earth Day festival is described as a day-long solar-powered celebration with music, environmental speakers, celebrities, animal adoptions, and an earth-friendly food court.

Popular encore pods to be repeated on Earth Day will include:

- 🌍 **Current Earth: Goodbye Shishmaref** – Host and reporter Adam Yamaguchi looks at how global warming is threatening the existence of a village in northern Alaska.
- 🌍 **Current Tech: ENV Bike** – Could this hydrogen fuel cell-powered bike be the way we get around in the future?
- 🌍 **Current Flashback: Exxon Valdez** – On March 24, 1989, the Exxon Valdez ran aground on Blich Reef, causing one of the most publicized and studied environmental tragedies in history.
- 🌍 **Current Ride: Fry Daddy** – Rob Del Bueno shows how he converts the by-product of the fryer into bio-diesel for his Mercedes.

- 🌍 **Current Earth: Bio Skate** – Ben Galland tours the Comet skateboards headquarters where solar-powered machines churn out bio-friendly skateboards for environmentally conscious skaters.
- 🌍 **Current Earth: Urban Environmentalist** – Alex Kenefick works to beautify a creek in the last place you'd expect it, the city of Compton, California.
- 🌍 **Current Casa: Solar Decathlon** – Eighteen college teams competed to show the world, and the judges, that solar energy is a viable alternative to power our everyday lives.
- 🌍 **Current Flashback: Keep America Beautiful** – 1971 marked the start of the “Crying Indian” PSA campaign, iconic symbol of environmental responsibility and one of the most successful PSA campaigns in history.
- 🌍 **Current Art: Rock N Roll** – Two artists use Mother Nature as their canvas, creating ephemeral rock sculptures in their free time.
- 🌍 **Current Video: A Little Piece of Land** – In south Los Angeles, a 14-acre urban farm is in danger of being bulldozed. The South Central Farmers talk about the connection between the land and the people of this mostly Mexicano community.

Current TV, which launched August 1, 2005, is the first national network created by, for and with an 18-34 year-old audience. The network shows young adults what's going on in their world, in their voice. Current is also the first network in history whose programming is supplied in part by the very audience who watches it. Its award-winning, short-form programming ranges from the hottest trends in technology, fashion, music and videogames, to pressing issues such as the environment, relationships, parenting, finance, politics and spirituality. Through a partnership with Google, programming is anchored each half-hour by “Google Current,” which offers news without a traditional news desk by reporting on topics that people are searching for on the web. As of June 1st, Current is available in 28 million U.S. homes via Comcast, Time Warner Cable and DirecTV. For more information, please visit the website: www.current.tv.

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