



**FOR IMMEDIATE RELEASE**

November 30, 2009

Contact: Janice Sample 240-662-7504

[Janice\\_Sample@discovery.com](mailto:Janice_Sample@discovery.com)

**PLANET GREEN RINGS IN THE NEW YEAR WITH HIGH IMPACT,  
INTERNATIONAL SERIES ACQUISITIONS FOR 1<sup>ST</sup> QUARTER**

(Silver Spring, Md.) – Planet Green announced today the U.S. premiere of five new series acquired from Canada and the UK, with the goal to bring American viewers thought-provoking narratives that connect the impact of human activity to the future of our planet. Dan Russell, Vice President of Programming and Scheduling, Planet Green, made the announcement:

“We have searched the globe for compelling personal journeys that inspire how we think, live, and work together to create change within our own environment,” said Russell. “We will continue to seek additional stories domestically and internationally to air on Planet Green that bring innovative storytelling to the forefront for our audience.”

From a chef determined to turn ex-cons into culinary protégés, to a woman on a mission to overcome serious traffic issues in some of the most congested towns in England, Planet Green tackles the inextricable issues of food in three of the acquired series, which debut during Planet Green’s “Premiere Week 2010,” beginning January 4:

**BLOOD, SWEAT & TAKEAWAYS (4x60) U.S. Premiere: Monday, January 4 at 10:00 p.m. ET**

A group of six young fast food junkies spend a month finding out the truth about how their favorite foods are produced. During this shock therapy that embeds them with the workers responsible for making their favorite dishes, they’ll have to live and work alongside poorly paid laborers carrying out the grimmest tasks while contending with appalling conditions. **BLOOD, SWEAT & TAKEAWAYS** reveals the not so glamorous side of food production for the masses and how what we eat can affect others. **BLOOD, SWEAT & TAKEAWAYS** is produced by *Ricochet* and distributed by *Outright Distribution*.

**BIG CHEF TAKES ON LITTLE CHEF (4x60) U.S. Premiere: Wednesday, January 6 at 8:00 p.m. ET**

*Little Chef* has been a British institution for decades, but the restaurant chain has been on the verge of financial collapse for years. Enter Heston Blumenthal, an acclaimed three Michelin-starred chef. Can he make the British public fall in love with *Little Chef* all over again while reviving classic English food in the process? In **BIG CHEF TAKES ON LITTLE CHEF**, Chef Blumenthal takes an extraordinary culinary challenge: he has six months to come up with a new menu and design to help put the old-fashioned chain of roadside cafes back on the map. He must forget fine dining and get a grip on the real cuisine ordinary people want to eat. **BIG CHEF TAKES ON LITTLE CHEF** is produced by *TwoFour Broadcast Ltd* and distributed internationally by *Digital Rights Group Ltd, London*.

**CONVICTION KITCHEN (8x60) U.S. Premiere: Wednesday, January 6 at 10:00 p.m. ET**

What do you get when you take one world-renowned chef, throw in 24 ex-cons with no culinary experience, and give them just three weeks to open a high-end restaurant from scratch?

**CONVICTION KITCHEN** follows Marc Thuet, Executive Chef and his wife and business partner, Biana Zorich, as they put their reputations on the line with a high-stakes challenge that will push them – and their culinary protégés – to the limit. The training is ruthless, the hours are long, but the reward for 12 people in this motley crew of outcasts will be the second chance of a lifetime. **CONVICTION KITCHEN** is produced by *Cineflix (Dinners) Inc.* and distributed by *Cineflix International Media Ltd*

Additional series acquisitions making their debut in the first quarter include:

**BLOOD, SWEAT & T-SHIRTS (4x60) U.S. Premiere: Monday, February 1, 2010 at 10:00 p.m. ET**

A group of high street fashion victims - with closets full of cheap, chic brands – get a lesson on the true cost of their fashion habits after they head to India to work on a production line churning out hundreds of items of clothing per day. These spoiled shopaholics will learn the hard way the price of their habit first hand from the workers who toil daily to produce the outfits they wear.

**BLOOD, SWEAT & T-SHIRTS** is produced by *Ricochet* and distributed by *Outright Distribution*.

**THE WOMAN WHO STOPPED TRAFFIC (3x60) U.S. Premiere: Wednesday, February 3, 2010 at 8:00 p.m. ET**

Professional trouble-shooter and creative problem solver Kris Murrin is on a mission to stop traffic for just one day in three of England's most congested locations: Marlow, Boston, and Durham. Each city poses challenges ranging from resident objections to concerns from the city councils to bitter businesses worried about their bottom line. With a clear strategy of how the seemingly impossible can be accomplished, Kris shows the towns that even the hardest habits can be changed with the right motivation. **THE WOMAN WHO STOPPED TRAFFIC** is produced by *Silver River Productions* and distributed by *FremantleMedia,Ltd.*

For a complete listing of programming appearing as part of “Premiere Week 2010” please see the attached one sheet.

**About Planet Green:**

**Planet Green** is the multi-platform media destination that launched on June 4, 2008. Planet Green is the center for a new conversation, speaking to people who want to understand how humans impact the planet and how to live a more environmentally sustainable lifestyle.

Planet Green and its two robust websites [planetgreen.com](http://planetgreen.com) and [TreeHugger.com](http://TreeHugger.com), offer unique, original, insightful, inspiring, and entertaining content related to how we can evolve to live a better, brighter future. Planet Green’s unique programming, digital tools, and content will enlighten, empower and most certainly, entertain.

Planet Green is a division of Discovery Communications.

###

## **Planet Green Premiere Week Programming One Sheet**

### **EMERIL GREEN**

**Monday, January 4 at 8:00 p.m. ET**

#### **Episode premiere 'Emeril's Culinary Adventures: Vermont'**

Hardwick Vermont is a place where the community of farmers and small business owners band together, creating a locally based 21st century food system. Chef Emeril visits the town leaders of this movement to find out how each plays a key role in keeping it local, healthy and sustainable. We meet Tom Stearns from *High Mowing Seeds* who sells seeds to Pete Johnson of *Pete's Greens*. Pete's produce makes it to *Claire's*, an original CSR "community supported restaurant." Chef Emeril will visit Andy and Mateo Kehler of *Jasper Hill Cheeses* and Andrew Meyer of *Vermont Tofu*. Their unique approach to business re-enforces their commitment to the community as well as making amazing products available across the country. Join Chef Emeril as he uncovers a Vermont that's more than leaf peppers and maple syrup.

### **BLOOD, SWEAT & TAKEAWAYS - SERIES PREMIERE**

**Monday, January 4 at 10:00 p.m. ET**

#### **Episode premiere 'Tuna'**

Six Britons, with a penchant for fast food, arrive in Indonesia to tackle the tuna industry in Bitung on the island of Sulawesi. Bitung's canneries supply over a billion cans of tuna a year to many British supermarkets and sandwich chains. The group must live with the tuna workers in basic communities, endure 90-degree heat in the canneries and struggle with the harsh realities of life on a traditional wooden tuna boat in the western Pacific. The extreme conditions affect them all in many different ways, as do the hand to mouth existence the workers must endure.

### **BIG CHEF TAKES ON LITTLE CHEF - SERIES PREMIERE**

**Wednesday, January 6 at 8:00 p.m. ET**

#### **Episode premiere 'Little Chef, Big Challenge'**

Little Chef has been an iconic British brand for decades, serving up no-nonsense fast food to the nation's hungry travelers. But 50 years down the road the chain is in trouble. Britain's palate has moved forward while its motorway cuisine is stuck in reverse. Enter Heston Blumenthal: one of the world's most well-known chefs and master of culinary arts. Can the creator of bacon and egg ice cream be the change the chain is looking for? He'll have to be. The company went bust in 2007 and needs a dramatic rebranding if its re-launch is going to last the distance. The heat is on for Heston.

### **LIVING WITH ED**

**Wednesday, January 6 at 9:00 p.m. ET**

#### **Episode premiere 'Author, Author'**

Now that Ed has finished his second book he and Rachele get set to take a bite out of "the big organic apple" aka New York City for a promotional book tour. No Begley trip is complete without Ed's travel "eco survival kit," that includes a metal briefcase containing a low-flow showerhead, a non-plastic water container, and three sizes of compact fluorescent light bulbs. Rachele is dumbfounded by Ed's eco-insanity. As Ed heads off to promote his book, he notices Rachele scribbling on a note pad, which she reveals is the beginnings of HER book, to which Ed decides it's best to withhold comment. As the day winds down, the Begley's take a tour of the "greenest" show on Broadway, *Wicked*, and Rachele gets to live her dream of singing on a Broadway stage – although with no audience, that's close enough for Rachele.

## **CONVICTION KITCHEN - SERIES PREMIERE**

**Wednesday, January 6 at 10:00 p.m. ET**

### **Episode 1**

World-renowned Chef Marc Thuet, and his wife, Biana Zorich, meet their motley crew of 24 ex-convicts and waste no time in putting them to the test. The first day of training sees tempers flare as death threats are made and two trainees walk away from the project. With only three weeks until opening night, and no venue, the training is cut throat as the couple tries to decide who will make the final 12.

## **OPERATION WILD - SERIES PREMIERE**

**Friday, January 8 at 10:00 p.m. ET**

### **Episode premiere - 'Lobster Fever'**

The annual Lobster Mini-Season opens up Florida's waters for a frenzied 48-hour period where tens of thousands of people put their lobster catching skills to the test and risk their lives for the ultimate prize. Florida Fish and Wildlife Conservation Commission Officers Clinton Bean and Erik Steinmetz are partnered up for the event and quickly find themselves on a mission to rescue two vacationing couples from a sinking vessel. Meanwhile, Officer Janette Fernandez must put both her investigative talent and her patience to the test when she comes across three commercial lobstermen who have caught more lobster than they are allowed by law. Only it's not the violation that gets her fuming, it's the violators themselves. It's a busy day for Officer Fernandez who soon finds herself called to one of the unfortunate byproducts of 'lobster fever', as she becomes part of a team of law enforcement agencies trying to locate a missing scuba diver.

## **WORLD'S GREENEST HOMES - SEASON TWO PREMIERE**

**Saturday, January 9 at 6:00 p.m. ET**

### **Episode premiere - 'Dome House'**

New York: This spectacular upstate New York retreat nestled on 28 wooded acres features a green dome home with floor-to-ceiling windows, a curved, gourmet kitchen, and a spaceship-like exterior that rotates to make the most of the sun's rays.

Tunquen Chile: When it came time to redesign the family home, a son and his wife created a unique ocean front, solar powered home. With gracious, modern interiors, huge windows, and sprawling decks on three levels, this luxurious home is completely off the grid and offers breathtaking views of the ocean below. It took only six hours for a traditional-looking pre-fab home to be assembled in one of the most sought after areas in the city. This home generates more power than it uses, blends perfectly into its beachside neighborhood, and features his and hers master suites, lakefront views, and a low-maintenance lawn.

## **WORLD'S GREENEST HOMES**

**Saturday, January 9 at 6:30 p.m. ET**

### **Episode premiere - '5 House'**

Minneapolis, MN: with its loft-style, martini-bar interiors, this three-bedroom, 1,800 square foot home in the suburbs features the owners' own dumpster finds, a reclaimed gymnasium floor, huge picture windows, and a durable, future-proof design.

Boulder, CO: .Built on a tight budget next to a loud highway, this three-bedroom, 2,900 square foot home is built from eco-friendly materials, and features a noise-proofing concrete wall, soaring ceilings and windows, open concept living areas, bright design flourishes, and an indoor fish pond.

Düsseldorf, Germany: Nestled in a picturesque countryside, this open concept green dream home features outstanding minimalist design, solar panels and passive solar heat, a dramatic floating staircase, a spa-like bathroom, a fish-filled reflecting pool, and dramatic views from the home's large windows and second-storey bridge.

**REEL IMPACT: BIG RIVER MAN – U.S. Premiere**

**Saturday, January 9 at 10:00 p.m. ET**

In February 2007, a larger than life horse-burger loving Slovenian in his fifties named Martin Strel attempted to become the first person to swim the entire length of the world's most dangerous river, the Amazon. A four-time world record holding endurance swimmer, Strel, who has previously swam the Mississippi, Danube, Paraná and Yangtze rivers, puts his life in jeopardy to highlight the impact of pollution on these important waterways. "The Fish Man," as he is called by local tribes, has braved blisters, sunburn, exotic stomach illnesses, piranhas, anacondas, crocodiles, and a parasitic fish in his tireless quest. ***Big River Man*** follows the eccentric and celebrated Strel as he navigates 3,375 miles of river over 66 days to prove, once and for all, that one man can make a difference.