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DISCOVERY CHANNEL UNRAVELS CONTROVERSIAL TRUE LIFE STORY OF DAREDEVIL EVEL KNieVEL AS TOLD BY THOSE WHO KNEW HIM BEST

PURE EVEL: AMERICAN LEGEND Premieres Monday, October 14 at 10 PM E/P on the Discovery Channel

(Los Angeles, Calif.) – In less than a decade, Evel Knievel took motorcycle jumping from its sideshow origins to unthinkable heights of popularity that still resonates today – while breaking nearly every bone in the process. Knievel redefined what it meant to be an American daredevil. But how much do we really know about him? And how did Knievel manage to catapult from small town county fairs to sold-out stadiums across the country?

PURE EVEL: AMERICAN LEGEND, premiering Monday, October 14, at 10 PM E/P on the Discovery

Channel, traces Knievel’s life from growing up in the rough mining town of Butte, Montana, to his outlandish stunts including the infamous jump over the fountains at Caesar’s Palace in Las Vegas through his final days in which he ended up penniless. It also gives an inside look at the horrific crashes – of which there were many – and how Knievel recognized the power of publicity and marketing to capture a crowd.

Driven by ego and fearlessness, he had a haunting ambition to succeed at any price. To the public, Knievel was an American hero and dedicated husband and father. But behind-the-scenes, there was a much darker and violent side. Using archival footage and candid interviews with family, friends and colleagues, Discovery Channel unravels the true story of the man behind the myth told by those who knew Knievel best.

“He would [tell] kids - study, go to school, get good grades, treat your mom and dad right,” said motorcycle racing legend Skip Van Leeuwen, who was friends with Knievel. “Two hours later, he’d be chasing 15 girls naked around his boat. It was nuts.”

Kniefel wasn't simply just a stunt man. He became an American brand; inspiring countless entertainers, a line of toys and even a Marvel Comic. The 1-hour special explores how Kniefel invented himself and his business by jumping, crashing (again and again) and miraculously recovering – all the while promising even more outrageous stunts to an adoring public.

PURE LEVEL: AMERICAN LEGEND is produced for Discovery Channel by Kowalski TV. Craig Coffman serves as executive producer for Discovery. To learn more, go to www.discovery.com, on Facebook at Facebook.com/discovery and on Twitter @Discovery.

About Discovery Channel

Discovery Channel is dedicated to creating the highest quality non-fiction content that informs and entertains its consumers about the world in all its wonder, diversity and amazement. The network, which is distributed to 100.8 million U.S. homes, can be seen in 210 countries and territories, offering a signature mix of compelling, high-end production values and vivid cinematography across genres including, science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world. For more information, please visit www.discovery.com.

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