



**MEDIA ALERT:**

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CONTACT: Phil Zimmerman, 310-975-5975

[Phil\\_Zimmerman@discovery.com](mailto:Phil_Zimmerman@discovery.com)

## **DISCOVERY CHANNEL LOOKS INTO THE SECRET LIFE OF MONEY**

***SECRET LIFE OF MONEY premieres at 9 PM E/P on Saturday, March 30 on Discovery Channel***

(Los Angeles, Calif.) – Money is everywhere. We use it, we love it and we all want more of it. But what is cash? And what if it suddenly disappeared?

**SECRET LIFE OF MONEY, premiering at 9 PM E/P on Saturday, March 30 on Discovery Channel**, will look at the systems that design, produce, protect, distribute and manage America's money. The one-hour special features insight from NPR's Planet Money team, author David Wolman and artist J.S.G. Boggs who each explore the mysteries of money – something we use nearly every day but rarely stop to think about.

“We are all wired to love this stuff from a very young age,” said David Wolman, author of the book *The End of Money*. “That first gift from granny, or the tooth fairy, all of it. You know cash has its hooks in us. It’s cast a spell over us. Who doesn’t want a big pile of Benjamins?”

Behind each note is a complex world of process and design -- from minting and printing to distribution to protecting its value in the world market to meeting the demands of our nation’s banks. Discovery Channel goes behind the scenes to places few ever see such as the Bureau of Engraving and Printing where bills are born; the US Mint, which turns giant coils of metal into the coins we use every day; the Secret Service, where the nation’s top counterfeit experts try to put an end to bogus bills; the Federal Reserve, the heart of the American monetary system; and Dunbar armored cars, whose rolling fortresses help make sure that flow of currency never stops despite the dangers involved.

**SECRET LIFE OF MONEY** will take viewers through the lifecycle of currency and looks to answer the ultimate question -- *What is money all about, anyway?*

**SECRET LIFE OF MONEY** is produced for Discovery Channel by Partisan Pictures. Brian Dean served as executive producer for Discovery. Don Campbell and Peter Schnall served as executive producers and Erica Sashin served as writer/director for Partisan Pictures. To learn more, go to [www.discovery.com](http://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](http://www.discovery.com).

### **About Discovery Communications**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.8 billion cumulative subscribers in 209 countries and territories. Discovery is dedicated to satisfying curiosity through 149 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as U.S. joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to schools and owns and operates a diversified portfolio of digital media services, including Revision3. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

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