

FACT SHEET

TITLE: **AMAZON: SUPER RIVER**
[TV-PG] [CC] [Stereo]

LENGTH: 1/49

NOLA CODE: AMAZ

CATEGORY: Nature & Science

OFFERED: Fall 2007, page S40

EXPECTED RELEASE: March 31, 2008

CONTRACT TERMS: Four releases to be completed by March 31, 2010. A release is defined as unlimited use within seven days.

PROGRAM SUPPLIER: BBC Worldwide Americas

PROGRAM DESCRIPTION: **AMAZON: SUPER RIVER** explores the exciting life story of the river with the world's most diverse ecosystem. Of all the super rivers on earth, the Amazon is by far the greatest – more than 4,000 miles long and up to 10 miles wide in places. It almost splits a continent in half and contains a fifth of all the river water on the planet. The incredible array of wildlife seen in the Amazon includes more than 3,000 species of fish and unique large animals including the sloth, jaguar, capybara and tapir. Featuring stunning aerial pictures, the best of wildlife photography and original visual effects, **AMAZON: SUPER RIVER** is a comprehensive look at the incredible inhabitants and fascinating history of the world's largest river.

PROMOTIONAL MATERIALS: A press kit, including a fact sheet and press release will be posted to PBS Connect and to APTonline.org. Color and B&W

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photography is available via email and will also be posted to APTonline.org. All press kits will be posted to APTonline.org and PBS Connect approximately three weeks from date of Contract Confirmation notice. If you need materials sooner or have questions, please contact Mike Nadeau at ext. 150.

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BROADCAST HISTORY:

Discovery & Travel Channel 2007

RELATED MERCHANDISE:

DVD is not available.

Pledge: If you are interested in pledging this program and need assistance with premiums, please contact Kerry Taylor at 617-338-4455, ext. 121.

VIEWER CONTACT:

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PRESS RELEASE

Travel Down One of the Earth's Greatest Natural Wonders in AMAZON: SUPER RIVER

The Amazon River is by far the mightiest and most important river on earth. More than 4,000 miles long and up to 10 miles wide in some places, the Amazon contains a fifth of all the river water in the world and provides life to the most diverse and exotic ecosystem on earth. The new American Public Television-distributed special **AMAZON: SUPER RIVER**, airing on public television stations nationwide beginning March 31, 2008, brings the exciting story of the Amazon River to life.

AMAZON: SUPER RIVER takes an up-close look at the wondrous array of species that live in the river. Nearly three-quarters of the planet's species live in the Amazon basin, including more than 3,000 species of fish. Among these species are fish that jump out of water to pluck insects from trees, fish that eat fruits and nuts and fish that resemble leaves in order to blend in with riverbed debris. The river is also home to vicious piranhas that lie in wait for victims to drop from the trees above, the deadly electric eel that shocks its prey with a high-voltage jolt, and even bull sharks, which make the journey inland from the ocean.

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The river's large animals have evolved with strange shapes and behavior patterns. These beasts range from the extraordinary pig-like capybara and tapir to the coolly efficient and beautiful jaguar. The survival skills of animals like the sloth, anteater and armadillo are tested every year during the Amazon's flood season.

Featuring stunning aerial pictures and the best of wildlife photography, as well as original visual effects including time-lapse and satellite imagery, **AMAZON: SUPER RIVER** is an unforgettable look at one of the earth's natural wonders.

AMAZON: SUPER RIVER, produced by Michael Bright and Emma Rigney, was acquired from BBC Worldwide Americas by American Public Television for syndication to public television stations nationwide.

About American Public Television

For 46 years, American Public Television (APT) has been a prime source of programming for the nation's public television stations. APT distributes more than 300 new program titles per year and has 10,000 hours of programming in its library. It is responsible for many public television milestones including the first HD series and the 2006 launch of the Create channel featuring the best of public television's lifestyle programming. APT is known for its leadership in identifying innovative, worthwhile and viewer-friendly programming. It has established a tradition of providing public television stations with program choices that strengthen and customize their schedules, such as *Carreras Domingo Pavarotti*, *Battlefield Britain*, *Globe Trekker*, *Rick Steves' Europe*, *Great Museums*, *Jacques Pépin: Fast Food My Way*, *America's Test Kitchen From Cook's Illustrated*, *Broadway: The Golden Age*, *Lidia's Family Table*, *California Dreamin' – The Songs of The Mamas & the Papas*, *Rosemary and Thyme*, *P. Allen Smith's Garden Home*, *The Big Comfy Couch*, *Monarchy With David Starkey*, and other prominent documentaries, dramatic series, how-to programs and classic movies. Press should contact Mike Nadeau at 617-338-4455 ext. 150 or email Mike_Nadeau@APTonline.org. For more information about APT's programs and services, visit APTonline.org.

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