

## FACT SHEET

**TITLE:** **THE JIMI HENDRIX EXPERIENCE: AMERICAN LANDING**  
[TV-PG] [Stereo] [CC]

**LENGTH:** 1/58

**NOLA CODE:** JHEX

**CATEGORY:** Documentary

**OFFERED:** January 2008

**EXPECTED RELEASE:** March 1, 2008

**CONTRACT TERMS:** Eight releases to be completed by February 28, 2010. A release is defined as unlimited use within seven days.

**PROGRAM SUPPLIER:** NBD Television Ltd.

**PROGRAM DESCRIPTION:** THE JIMI HENDRIX EXPERIENCE: AMERICAN LANDING celebrates the 40th anniversary of Hendrix's legendary Monterey Pop performance and triumphant return to the United States after achieving stardom throughout Europe. The film traces the remarkable journey that saw Hendrix rise from virtual obscurity in New York's Greenwich Village in 1966 to his enormous worldwide success. Powered by such unforgettable songs as "Hey Joe" and "Purple Haze," Jimi first conquered England, then Europe. Hendrix arrived at the Monterey Pop festival virtually unknown, but his performance — capped off by lighting his guitar on fire at the conclusion of "Wild Thing" — established his legendary status. THE JIMI HENDRIX EXPERIENCE: AMERICAN LANDING features new and previously unseen interviews with drummer Mitch Mitchell, bassist Noel Redding, producer and manager Chas

- more -

Chandler, Monterey promoters Lou Adler and John Phillips, Pete Townsend, Michelle Phillips, Derek Taylor, Andrew Oldham and many others. Perhaps best of all, the film features a solid 30 minutes of newly assembled footage of Hendrix's remarkable Monterey performance. Full length songs include "Hey Joe," "Killing Floor," "Foxy Lady," "Rock Me Baby," Bob Dylan's "Like A Rolling Stone" and "Wild Thing."

**PROMOTIONAL MATERIALS:**

Use above description for guide listings. A press release will be posted to PBS Connect and [APTonline.org](http://APTonline.org). Color photography will be available via email and will also be posted on [APTonline.org](http://APTonline.org).

**COPYRIGHT DATE:**

© 2007 Experience Hendrix LLC

**BROADCAST HISTORY:**

U.S. Television Premiere

**RELATED MERCHANDISE:**

DVD is not available.

Pledge: There is no pledge merchandise available for this program. If you are interested in pledging this program, contact Kerry Taylor at 617-338-4455 x121.

**VIEWER INQUIRIES:**

[www.APTonline.org](http://www.APTonline.org)

**COMMUNICATIONS CONTACT:**

Mike Nadeau  
(617) 338-4455, ext. 150  
[mike\\_nadeau@APTonline.org](mailto:mike_nadeau@APTonline.org)

CONTACT: Mike Nadeau  
(617) 338-4455, ext. 150  
mike\_nadeau@APTonline.org

## PRESS RELEASE

### **Celebrate the 40<sup>th</sup> Anniversary of Jimi Hendrix at Monterey With THE JIMI HENDRIX EXPERIENCE: AMERICAN LANDING**

The Monterey Pop Festival of 1967 is perhaps best remembered for the jaw-dropping, star-making performance from Jimi Hendrix, who wowed the crowd with an incendiary, hit-filled set. This iconic moment in music history is brought to life in the new American Public Television-distributed special **THE JIMI HENDRIX EXPERIENCE: AMERICAN LANDING**, airing on public television stations nationwide beginning March 1, 2008.

**THE JIMI HENDRIX EXPERIENCE: AMERICAN LANDING** chronicles Hendrix's remarkable rise to fame, from his origins in 1966's Greenwich Village scene to his smashing success in Europe. His appearance at the Monterey Pop Festival marked his triumphant return to the United States, and his remarkable performance—capped by Hendrix lighting his guitar on fire during “Wild Thing”—lead to massive success and pop immortality.

The film features 30 minutes of newly assembled footage from Hendrix's appearance at the Festival, including full-length performances of “Hey Joe,” “Killing Floor,” “Foxy Lady,”

—more—

“Rock Me Baby,” Bob Dylan’s “Like a Rolling Stone” and “Wild Thing.”

Directed by Bob Smeaton (The Beatles Anthology, Festival Express) **THE JIMI HENDRIX EXPERIENCE: AMERICAN LANDING** is filled with new and previously unseen interviews with drummer Mitch Mitchell, bassist Noel Redding, tour manager Chas Mitchell, Pete Townsend of The Who, Michelle Phillips of The Mamas and the Papas, and rock producer Andrew Oldham.

Featuring incisive interviews and stunning concert footage, **THE JIMI HENDRIX EXPERIENCE: AMERICAN LANDING** is a memorable glimpse of the awesome stage presence and persona of one of music’s iconic figures.

**THE JIMI HENDRIX EXPERIENCE: AMERICAN LANDING** was acquired from NBD Television Ltd. by American Public Television for syndication to public television stations nationwide.

**About American Public Television**

With more than 10,000 hours of programming in its library, American Public Television (APT) has been a prime source of programming for the nation’s public television stations for 47 years, distributing more than 300 new program titles per year. APT milestones include distribution of the first HD series on public television and the 2006 launch of Create – the TV channel featuring the best of public television’s lifestyle programming. Known for its leadership in identifying innovative, worthwhile and viewer-friendly programming, APT has established a tradition of providing public television stations with program choices that strengthen and customize their schedules, such as *Carreras Domingo Pavarotti in Concert*, *Winged Migration*, *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, children’s series and classic movies.

1/30/2008