

FACT SHEET

TITLE: **THE JOURNEY TO GREATNESS WITH NOAH BENSHEA**
[TV-PG] [Stereo] [CC]

LENGTH: 1/60 Base and Pledge HD & SD; 1/90 Pledge Event HD & SD

NOLA CODE: JTOG

CATEGORY: Lifestyle

OFFERED: Premium Service Year 20

EXPECTED RELEASE: March 1, 2009

CONTRACT TERMS: Unlimited releases to be completed by April 1, 2012. A release is defined as unlimited use within seven days.

PROGRAM SUPPLIER: Jersey Wooly Productions, Inc.

PROGRAM DESCRIPTION: Greatness is within you and within your grasp. In **THE JOURNEY TO GREATNESS WITH NOAH BENSHEA**, the international best-selling author and beloved poet-philosopher Noah benShea shows how lifelong learning and a commitment to self-improvement can renew one's spirit, re-orient one's efforts and make a transforming difference in one's life. Throughout the inspirational program, benShea shows viewers how to develop a real-life road map to greatness by exploring themes of passion, compassion, humility and honesty, among other topics.

PROMOTIONAL MATERIALS: Use above description for guide listings. A press release and biography will be posted to PBS Connect and APTonline.org. Color photography will be available via email and will also be posted on APTonline.org.

COPYRIGHT DATE: © 2008 Number Nine Media, LLC

PRODUCTION CREDITS: Executive Producer: Bruce Marcus
Producer: Noah benShea
Director: Kurt Mendelsohn

BROADCAST HISTORY: U.S. Television Premiere.

RELATED MERCHANDISE: Individual viewer purchase:
Books by Noah benShea are available in retail stores nationwide.

Pledge:
Program DVD; Journey to Greatness book; 4-CD audio set; audio CD of program

WEB SITE: www.corwinpress.com/thejourneytogreatness/home

VIEWER INQUIRIES: www.APTonline.org

COMMUNICATIONS CONTACT: Kerry Taylor
(617) 338-4455, ext. 121
Kerry_Taylor@APTonline.org

CONTACT: Kerry Taylor
(617) 338-4455, ext. 121
Kerry_Taylor@APTonline.org

PRESS RELEASE

Best-Selling Author Noah benShea Guides Viewers on a Transformational Path in THE JOURNEY TO GREATNESS WITH NOAH BENSHEA

"Noah benShea has elevated the human spirit to great heights with his wisdom."

- Howard Schultz, Chairman of STARBUCKS

Noah benShea, whose astute words were featured on more than 30 million Starbucks cups, now brings his prolific, life-changing wisdom to public television in a new special called **THE JOURNEY TO GREATNESS WITH NOAH BENSHEA**. Premiering on public television stations nationwide beginning March 1, 2009, this American Public Television-distributed program teaches viewers that greatness is within their grasp, they just need a road map to achieve it.

Noah benShea is one of North America's most respected and beloved poet-philosophers. He is the international best-selling author of 22 books translated into 18 languages and his work is embraced by millions around the world. As a gifted storyteller and clever wordsmith, benShea engages the audience and encourages them to not just listen to his advice but to embark on their own path to greatness. With charisma, he lays out a simple plan to help guide viewers.

benShea teaches that the path to greatness is a lifelong, dynamic endeavor. People

- more -

simply need the courage to reach out and try to obtain it. While there will be moments of fear, doubt, anxiety, and self-pity, as well as plenty of mistakes along the way, they must find the courage to continue the journey.

“Experience is a great teacher, but the tuition is your life,” explains benShea. “The journey to greatness is about making your life better sooner.” Throughout the program, benShea offers tools to help accomplish this goal. He explores themes of honesty, love, and faith, the “magic doors” to greatness. Reflecting on these topics helps people chip away at the negatives weighing themselves down and reorients their purpose.

THE JOURNEY TO GREATNESS WITH NOAH BENSHEA is a motivational program that helps viewers find balance in their own lives. The three-part pledge special maps out the shortest distance between who we are, who we could be, and who we always thought we would be.

JOURNEY TO GREATNESS WITH NOAH BENSHEA is presented by Jersey Wooly Productions, Inc. in association with American Public Television’s Premium Service. The program is executive produced by Bruce Marcus, produced Noah benShea and directed by Kurt Mendelsohn.

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 48 years, distributing more than 300 new program titles per year. In 2006, APT launched 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 such as *Rick Steves' Europe*, *Worldfocus*, *Globe Trekker*, *Simply Ming*, *Sara's Weeknight Meals*, *America's Test Kitchen From Cook's Illustrated*, *Doc Martin*, *Lidia's Family Table*, *Rosemary and Thyme*, *P. Allen Smith's Garden Home*, *The Big Comfy Couch*, *Johnny Cash at Folsom Prison*, *Smothered: The Censorship Struggles of the Smothers Brothers Comedy Hour*, *Monarchy With David Starkey*, *Spain...on the road Again*, and other prominent documentaries, dramatic series, how-to programs, children's series and classic movies. For more information about APT's programs and services, visit APTonline.org.

###

BIOGRAPHY

NOAH BENSHEA

Noah benShea is one of North America's most respected and beloved poet philosophers, and a source of strength to millions around the world. He is the international best-selling author of 20 books translated into 18 languages, including the famed *Jacob the Baker* series. He has spoken and taught at prestigious universities; served as a Dean at UCLA, visiting lecturer at MIT and The Fuqua Graduate Business School at Duke University, guest professor of Philosophy at the University of California, San Francisco Medical School, and a Fellow at several long range think tanks including USC's Center for the Humanities, and the esteemed Center for the Study of Democratic Institutions. If you "Google" his name you find over 25,000 Web sites tied to his work. Noah benShea's inspirational thoughts are branded with some of North America's largest companies, dramatically impacting the workplace, and have appeared in hospitals, banks, on sugar packets, apparel, teddy bears and on over 30 million Starbucks Coffee Cups. His weekly columns on life were published for five years by the New York Times Regional Syndicate, and nominated for the Pulitzer Prize. He has spoken at the Library of Congress, is included in the Congressional Record, been published by Oxford University Press, and the World Bible Society in Jerusalem. A highly sought after public speaker, he is also a private advisor to corporate and political leaders, serves as an Ethicist for the The Sansum Diabetes Research Institute, was nominated for the Grawemeyer Award for Ideas that Improve the World Order, and in 2007 his work in Russian translation won 1st Prize at the European Intellectual Book Fair in Moscow. Noah benShea is also the National Laureate for the ALS Association.

"Noah benShea is a national treasure..."

- Congresswoman Lois Capps, 23rd District, California

"Noah benShea is "the compass" because has with wisdom, compassion, and humor helped so many to find their way. He is like a Zen Mark Twain."

- Larry King, CNN

"Noah benShea greatly elevates the human spirit with his wisdom."

- Howard Schultz, Chairman Starbucks Coffee

###