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CURRENT TV PARTNERS WITH BURNING MAN FESTIVAL TO CAPTURE 20th ANNIVERSARY CELEBRATION

Coverage Will Include Network's First Live Block of Programming

San Francisco (August 21, 2006) – Marking the 20th anniversary of the Burning Man festival and its first major live TV coverage, **Current TV** has partnered with the event, which will allow the network unprecedented access during a week in Black Rock Desert, 120 miles north of Reno, from August 28-September 4. Burning Man, which attracted over 35,500 participants last year, is a conceptual and performance art-infused celebration described as “an annual experiment in temporary community dedicated to radical self-expression and radical self-reliance.”

Throughout the week-long festival, Current will produce daily, 8-10 minute feature stories to rotate within the network's usual “shuffle” programming, including participant-created content by veteran festival goers and neophytes alike. On the night of Saturday, September 2, Current will air its first-ever live block of programming at **9:00-10:00pm PST**, capturing live performances such as fire dancing leading up to the capstone of the festival – the burning of a giant wooden “man” sculpture. Current's television coverage will be supplemented by content on its website. For more details on the festival, please visit www.burningman.com.

“Burning Man is, at its core, about self-expression, breaking conventions, and forging a community experience that stresses our essential interconnectedness,” explains David Neuman, Current's president of programming. “It also has an inclusive vibe, with participation of people from every walk of life and every continent. Current shares all these qualities in the TV and internet realm and is thrilled to be able to bring Burning Man to a wider audience on its 20th anniversary.”

Burning Man's director of communications and business, Marian Goodell, agrees. “While Burning Man has never courted the media, we have historically welcomed certain members of the press at our event – but only on the condition that they immerse themselves and attempt to engage in coverage that is authentic, immediate, and personal. From its 2005 genesis, we have observed Current TV's approach to sharing the news, and we appreciate that its mission resonates with Burning Man's own expressed principles of immediacy and self-expression. We are eager to work together with Current TV to present this wholly unique approach to the news of Burning Man, as told by its participants, direct from Black Rock City.”

(more)

Current TV, which launched August 1, 2005, is the first national network created by, for and with an 18-34 year-old audience. The network shows young adults what's going on in their world, in their voice. Current is also the first network in history whose programming is supplied in part by the very audience who watches it. It has developed the television industry's leading model of "viewer created content" (VC²), which comprises roughly one-third of Current's on-air broadcast, and allows the audience to submit short-form, nonfiction video "pods," "viewer created ads" (V-CAMs), and mobile video. Its award-winning programming ranges from the hottest trends in technology, fashion, music and videogames, to pressing issues such as the environment, relationships, parenting, finance, politics and spirituality. Current is available in 29 million U.S. homes via Comcast (channel 107 nationwide), Time Warner Cable, and DirecTV (channel 366 nationwide). For more information, please visit the website: www.current.tv.

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