



CURRENT@BONNAROO

Current TV to Capture the Bonnaroo 2007 Culture with Customized Content for Closed-Circuit Programming and Comprehensive Coverage of Bonnaroo

On-air and onsite at Bonnaroo • June 15 – 17, 2007

Who: **Current TV, the fastest growing cable network in cable history that covers today's music world and lifestyle unlike any other network**

What: In a groundbreaking partnership with the **Bonnaroo Music & Arts Festival**, **Current TV** will produce and present closed-circuit programming of customized content at the sixth-annual music festival, in addition to airing comprehensive coverage of Bonnaroo all weekend long **on-air** on Current TV.

In **Current TV's** innovative, pioneering fashion, the network is heading to Bonnaroo to cover everything the festival has to offer. **Current@Bonnaroo** will feature an array of exclusive coverage and viewer-created content highlighting the moments, stories and characters that define the spirit, culture and community of fans at the largest outdoor music festival in the nation. Current TV has a daily connection with this audience on-air and will tap into them to cover their Bonnaroo experiences from their points of view. **Current@Bonnaroo's** four production crews and "The Current Fix" music host Douglas Caballero will roam the festival grounds – from backstage to the campsites to Bonnaroo's 100-acre entertainment village – to capture the culture of the fans coming together at Bonnaroo 2007.

No other network covers music culture like **Current TV**, which – with its involvement at Bonnaroo – is the first cable network to create customized content for programming at a music festival.

When: **Friday, June 15 – Sunday, June 17, 2007**

Where: **ON-AIR:** **Comcast (channel 107 nationwide); DirecTV (channel 366 nationwide); Dish Network (channel 196 nationwide); BSkyB (Channel 229); Virgin Media Cable (channel 155); Time Warner Cable (select channels)**

ONSITE: **On the JumboTron at Bonnaroo, located on a 700-acre farm in Manchester, Tennessee**

**Contact: Linda Carbone/ Carleen Donovan/Colleen Gallagher
Press Here Publicity
212.246.2640
linda@presshereproductions.com
carleen@pressherepublicity.com
colleen@pressherepublicity.com**