

For Immediate Release

East Harlem Gets A News Service

New television program to focus on New York City neighborhood

New York, NY 3/31/10 Digital Laundry announces the launch of eHARLEMTV, a hyper-local news series spotlighting the people, places and events of East Harlem and its neighbors. The first program premieres April 6, 2010 at 9 PM on MNN 4, Time Warner Channel 67.

Never before has the Manhattan community of East Harlem received exclusive news coverage that brings its story to the world. With eHARLEMTV, this vibrant enclave – also known as El Barrio, Spanish Harlem and SpaHa – joins the micro-news revolution taking place in cities around the country. Hosted by broadcasting veteran Fred Noriega and Colombian journalist Edna Oliveros, the half-hour magazine format show features new segments monthly.

“Only a tragedy in East Harlem makes the news,” says George Rivera, creator of eHARLEMTV. “Unlike other news outlets, eHARLEMTV reports all of the things that make this a neighborhood with a story to tell. Take Botanicas, ‘Super Sabados’ at El Museo del Barrio, a New Orleans-style restaurant and music club, or the Three Kings Day parade . . . All these stories and more make eHARLEMTV a new programming experience.”

In the words of a senior business manager in the area, “It’s about time. People don’t know what goes on that makes this area great.” Another civic leader stated, “This show will bring a lot of the right attention to our neighborhood.”

The television component connects directly to eHARLEMTV.com, where past shows can be viewed, future episodes previewed, and searchers can find out more about East Harlem.

eHARLEMTV is produced by media content provider The Fresh Bread Group and its production services arm, Digital Laundry. Founded by producer-director George Rivera, an award-winning veteran of network and public television, Fresh Bread has a far-reaching reputation for creating high quality news, documentary, children’s, music and original dramatic programming. The company is headquartered in East Harlem.

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If you’d like more information about eHARLEMTV, or to schedule an interview with George Rivera, please call Dennis Hamilton at 917-720-3686 or e-mail Dennis at dh@digitallaundry.net.