

For Immediate Release

Controversy and Culture Headline East Harlem News Program

New television program focuses on New York City neighborhood

New York, NY 5/31/10 A controversy surrounding the possibility of an African burial ground lying underneath the MTA's 126th Street bus depot is among the stories featured in show 3 of eHARLEMTV, a hyper-local news series spotlighting the people, places and events of East Harlem and its neighbors. The program airs this Tuesday, June 1 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, Colombian journalist Edna Oliveros, and introducing actress Lorraine Rodriguez, 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. “ Show 3 features an interview with Rivera about his commitment to East Harlem, along with reports on an El Barrio tradition, Salsa Wednesdays, the street food of the neighborhood, a Cinco de Mayo celebration along 116th Street, and what’s new at the community arts organization, Taller Boricua.

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.