

For Immediate Release

Manhattan Borough President Scott Stringer Addresses Issues Concerning East Harlem

eHARLEMTV gets answers about the problems facing historic Manhattan neighborhood

New York, NY 6/28/10 East Harlem, facing some of the deepest problems in Manhattan, has fought for years to resolve them. Now, Scott Stringer, Manhattan Borough President, makes history by being the first high profile elected official to tackle the issues facing East Harlem on eHARLEMTV, the area's hyper-local television news service.

A classic working class neighborhood, East Harlem has been the home of successive immigrant groups since its inception. As each group has come and gone, the problems have remained and even escalated. Often highly criticized, city, state and federal government have been characterized as everything from indifferent to non-responsive to these issues. On July 6, 2010 at 9 PM on MNN Channel 64, eHARLEMTV confronts the issues with a top level New York City elected official.

Budget allocation, service deployment, education, employment, gentrification and the rise of the neighborhood are heatedly examined on this edition of the monthly news program. Hosted by Fred Noriega, veteran broadcaster, the segment drives to get clear answers to the hard questions. Shot at Digital Laundry, the parent company of eHARLEMTV, it represents a first: a top tier elected official interviewed in a broadcast quality East Harlem studio.

eHARLEMTV takes on the stories that you won't find elsewhere. George Rivera, creator of eHARLEMTV says "Unlike other news outlets, eHARLEMTV reports all of the things that make this a neighborhood with a story to tell." The Executive Director of a local non-profit agency states "I love, love, love your show! I think it is a wonderful way to show people the beauty known as East Harlem." Connected directly to eHARLEMTV.com, the show is linked to a website where past shows can be viewed, future episodes can be previewed and more content can be viewed on YouTube and Facebook.

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, the company has a far-reaching reputation for creating high quality news, documentary, children's, music and original dramatic programming.

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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 him at dh@digitallaundry.net.