

For Immediate Release

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Oregon Public Broadcasting Announces Major Gift from the Skoll Foundation to Produce National Documentary Series: THE NEW HEROES

March 8, 2004 – Portland, Oregon – Oregon Public Broadcasting (OPB) has received a grant of \$1.7 million from the Skoll Foundation to produce a four-part public television documentary that describes the work of a dozen social entrepreneurs around the world.

Called **THE NEW HEROES**, the series reveals the passion and determination of individuals who are attempting to transform society in lasting ways—sometimes under extraordinarily dangerous conditions. The series is targeted for release to a national audience via the Public Broadcasting Service (PBS) in late Fall 2004 or early Winter 2005.

Award-winning producers Charles Stuart, Bonni Cohen and Carl Byker traveled to Bangladesh, Brazil, Peru, India, Egypt, Thailand, Zambia, Kenya and the United States to capture the stories of 12 people whose efforts are changing the world.

The social entrepreneurs featured in **THE NEW HEROES** include profiles of people such as Muhammad Yunus, whose “Grameen Bank” concept of microloans has helped improve the financial lives of tens of thousands of families in Bangladesh and has been replicated around the world. Crews traveled to Children’s Town in Zambia, where Moses Zulu works with hundreds of children orphaned by AIDS.

“Social entrepreneurs apply business practices from the for-profit world to create new solutions and lasting improvements to communities around the world,” said Michael S. Malone, Series Producer and creator of the series. “It is very likely that social entrepreneurs will have the same impact on the 21st century that business entrepreneurs did on the 20th. Social entrepreneurship is the greatest new cultural movement of our time, and the goal of **THE NEW HEROES** is to celebrate that movement.”

“We’re very excited about this project,” said Sally Osberg, President and CEO of the Skoll Foundation. “It’s an excellent opportunity to tell a broad audience about the extraordinary men and women who are transforming lives and communities around the world by showing people how to help themselves. We hope the series will inspire others to engage in similar efforts to improve their neighborhoods, cities and communities.”

“Skoll has been instrumental in bringing focus and awareness to social entrepreneurship,” said Jack Galmiche, Executive Vice President and COO of OPB. “And we at OPB could not be more honored and excited about bringing a limited series to U.S. audiences that focuses on these visionary people and their quest to create a better world.”

OPB is one of the top providers of prime-time television content to PBS and continues to set the pace and standard for innovative programming excellence in Oregon and around the nation. With this commitment, the Skoll Foundation joins foundations, corporations and individuals around the country that are supporting OPB's Campaign for the Future, a new fundraising initiative that will support the future development of OPB Original Productions and educational services.

Recent OPB Original Productions include the series *History Detectives*, *Children's Hospital*, *Caprial & John's Kitchen: Cooking for Family and Friends* and *Back to the Floor*. OPB also has produced limited series and programs such as *Defiant Requiem* (featuring the Oregon Symphony), *Einstein's Wife* and *The Great Lodges of the National Parks*.

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About Oregon Public Broadcasting (OPB)

OPB is one of the major providers of programs for the PBS national primetime schedule, producing a variety of freestanding documentary specials and series.

OPB has produced major Web sites for PBS.org as well as enhanced TV prototypes, books, companion radio documentaries and extensive promotion and outreach campaigns for PBS primetime programs. OPB has also licensed its programs in 29 countries throughout the world.

Oregon Public Broadcasting is also a statewide network of community-supported learning resources, including OPB Television, an affiliate of the Public Broadcasting Service (PBS), and OPB Radio, presenting local news coverage and the programs of National Public Radio (NPR) and Public Radio International (PRI). The OPB Web site is opb.org.

About Malone-Grove Productions

THE NEW HEROES was conceived by Michael S. Malone and Robert A. Grove, two veteran high-tech journalists who are partners in Malone-Grove Productions, Inc. They are serving as series producers, which is being produced by Oregon Public Broadcasting.

About the Skoll Foundation

Headquartered in California's Silicon Valley, the Skoll Foundation was created in 1999 by Jeff Skoll, the first employee and first president of eBay. Its mission is to advance systemic change to benefit communities around the world by investing in, connecting and celebrating social entrepreneurs. In addition to three award programs, an online community called Social Edge at www.socialedge.org and the new Skoll Centre for Social Entrepreneurship at Oxford University, the Skoll Foundation is sponsoring the first annual Skoll World Forum on Social Entrepreneurship on March 29-31. For more information, see www.skollfoundation.org.