



**NYC MAYOR'S OFFICE OF FILM, THEATRE AND BROADCASTING AND
DEPARTMENT OF CULTURAL AFFAIRS ANNOUNCE THAT
LOCAL FILM AND TV PRODUCTIONS HAVE DONATED MORE
THAN \$600,000 TO NYC CULTURAL ORGANIZATIONS
THROUGH THE "MADE IN NY" CULTURAL CREDIT**

*Lifetime Television's All-New Original Comedy Series SHERRI is the Latest Production
to Participate in the "Made in NY" Cultural Credit*

October 5, 2009 – NYC Mayor's Office of Film, Theatre and Broadcasting Commissioner Katherine Oliver and Department of Cultural Affairs Deputy Commissioner Margaret Morton today announced that, through the "Made in NY" Cultural Credit program, NYC-based films and television series have donated more than \$600,000 to local cultural organizations. The program allows productions that shoot the majority of their work in the five boroughs to receive free advertising on City-owned media properties in exchange for contributions to local arts and cultural organizations. Lifetime Television's all-new original comedy series *Sherri*, starring Sherri Shepherd (*The View*), is the most recent production to participate in the "Made in NY" Cultural Credit. The announcement took place at an event celebrating the premiere of *Sherri* at the Empire Hotel, hosted by Barbara Walters and Andrea Wong, President and CEO of Lifetime Networks.

"The television shows you see around the City are doing more than just shooting their latest episode," said Commissioner Oliver. "Thanks to our 'Made in NY' Cultural Credit, NYC-based films and television shows have taken the opportunity to strengthen the City's creative community and nurture upcoming talent in the industry through their participation in this program. We want to extend a sincere thank you to Lifetime and *Sherri*, and to the dozens of other 'Made in NY' productions that have made this program such a success with their collective donations of more than \$600,000 to our local arts and cultural organizations."

Under the umbrella of the "Made in NY" program, any project that shoots at least 75 percent of its work here in the City is eligible to receive co-sponsored advertising on City-owned media. In exchange for the use of bus shelters or airtime on NYC TV, the City's official television station, productions donate a small percentage of their budget to an organization of their choice through a partnership with the Department of Cultural Affairs to further advance the arts in New York City.

"Today is a great day for New York City's creative industries, as we celebrate this

important milestone for the Cultural Credit,” said Deputy Commissioner Morton. “This innovative public-private partnership brings together the film industry and New York City’s cultural field, reinforcing the linkages between nonprofit groups and the commercial creative sector. It offers cultural organizations the recognition and support they need to ensure that New York City remains a great place to live, work, and visit. Thank you to Lifetime and *Sherri* and all of the ‘Made in NY’ productions who have participated, and to Katherine Oliver for championing this extraordinary collaboration.”

Starring Sherri Shepherd, actress, comedienne, author and Emmy® Award-winning co-host of ABC’s *The View*, *Sherri* premiered tonight at 7PM ET/PT on Lifetime, which will air original episodes of the series all week. Beginning next week, *Sherri* will move into its regular, weekly timeslot on Tuesdays at 10PM ET/PT. Loosely based on Shepherd’s own life, the comedy follows a single mother (Shepherd) juggling and caring for her six-year-old son, working part-time as a paralegal, following her dream to become a full-time comedienne/actress, and dealing with her recent separation from her cheating husband. *Sherri* is shot in Manhattan at NEP Studios at the Pennsylvania Hotel.

As part of their participation in the “Made in NY” Cultural Credit, the production of *Sherri* has chosen Sprout, which offers programs for people with developmental disabilities living in New York City. This year, Sprout will shoot two films through their Make-A-Movie Program, which offers adults and young adults with developmental disabilities a chance to be involved with hands-on filmmaking. Another of its initiatives to achieve their mission of “making the invisible visible” is the Sprout Film Festival. This annual weekend event, held at the Metropolitan Museum of Art, showcases films featuring people with developmental disabilities.

“Lifetime has a legacy of giving back to the community, and we are proud to be participating in the ‘Made in NY’ program to assist Sprout, which is an inspiring organization,” said Nina Lederman, Senior Vice President, Series Programming and Development, of Lifetime Networks. “New York is the perfect backdrop for *Sherri*, and we are thrilled to have the opportunity to assist local arts and charity organizations such as Sprout in this wonderful City.”

“By presenting films of artistry and intellect, Sprout hopes to reinforce accurate portrayals of people with developmental disabilities and expose the general public to important issues facing this population,” said Anthony Di Salvo, Executive Director, Sprout. “We are extremely appreciative of Lifetime and *Sherri*’s support and belief in our organization and its mission.”

Developed by the Mayor’s Office of Film, Theatre and Broadcasting, the “Made in NY” campaign recognizes and celebrates the thousands of television shows, feature films, commercials, music videos, documentaries, print ad campaigns and theatre projects that are made each year in New York City, the entertainment capital of the world. As part of the “Made in NY” Marketing Credit, productions must shoot at least 75 percent of their work in New York City to receive free exposure throughout the City, the largest market in the country, valued at 1 percent of their local production costs. A production then

donates 0.1 percent of that budget to a local cultural organization of its choice in an effort to cultivate the next generation of artists, writers, filmmakers and young people in New York City. Since 2005, more than 50 local cultural organizations have benefited from this program, including Art Education for the Blind, Ballet Hispanico, Harlem School for the Arts, Hospital Audiences, and Women Make Movies, among others.

About the Mayor's Office of Film, Theatre and Broadcasting

As the first film commission in the country, the Mayor's Office of Film, Theatre and Broadcasting is the one-stop shop for all production needs in New York City. The agency markets NYC as a prime location, provides premiere customer service to production companies and facilitates production throughout the five boroughs. To learn more, visit www.nyc.gov/film.

About the Department of Cultural Affairs

The New York City Department of Cultural Affairs is the largest funder of the arts in the United States. The agency supports more than 900 cultural organizations through funding for programs, operations and capital development and infrastructure. The agency also provides extensive technical assistance to, and advocacy for the City's cultural community, working closely with the field to articulate the profound impact of culture on New York City's quality of life and economy. To learn more, visit www.nyc.gov/culture.

About Lifetime Television

Lifetime Television is the leader in women's television and one of the top-rated basic cable television networks. A diverse, multi-media company, Lifetime is committed to offering the highest quality entertainment and information programming, and advocating a wide range of issues affecting women and their families. Lifetime Television[®], Lifetime Movie Network[®], Lifetime Real Women[®] and Lifetime Digital[™] (which includes myLifetime.com, LMN.tv, [Lifetime Games](http://LifetimeGames.com), Roiworld.com, DressUpChallenge.com, MothersClick.com and LifetimeMoms.com) are part of Lifetime Entertainment Services, LLC, a subsidiary of A&E Television Networks, LLC. A&E Television Networks is a joint venture of the Disney-ABC Television Group, Hearst Corporation and NBC Universal.

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