



For Immediate Release

**V-ME AND NYC MEDIA ANNOUNCE SPANISH LANGUAGE
PREMIERE OF “SECRETS OF NEW YORK”**

V-me Media, Inc. and NYC Media, the official network of the City of New York, are proud to announce the Spanish language premiere of *Secretos de Nueva York* (*Secrets of New York*), the Emmy Award-winning series that showcases New York City’s most enduring mysteries, beginning on Wednesday, April 7 at 8pm on V-me, the national Spanish-language network developed with WNET.ORG, parent of public television stations THIRTEEN and WLIW21.

Available in over 70% of America’s Hispanic television households, V-me will expose an entirely new audience to some of New York’s greatest landmarks and legends. Additionally, NYC Media will distribute the Spanish version of *Secrets of New York* to international markets.

With host Kelly Choi scaling the heights of the tallest skyscrapers and traveling to the depths of the oldest tunnels, *Secrets of New York* gives viewers answers to some of the City’s longest kept secrets. The series, which was originally created and produced by NYC Media, has won fifteen New York Emmy Awards and has received more than four dozen nominations.

Among the episodes to air on V-me: *Secrets in the Sky: The Towers of Gotham*, *Jails of NY: Secrets Unlocked*, *Pioneering Moments in NYC History*, *Facelift: The Changing Landscape of NYC*, *New York \$ity: The Most Valuable*, *New York Connections: The Bridges of New York*, *Tribeca: Mysteries of New York’s Backlot*, *Secrets of New York: The Sewers*, and *Made in New York: City of Industry*.

“For millions of Hispanics - in New York and around the country - New York City is a special and fascinating place, and *Secretos de Nueva York* reveals it in a new and entertaining way,” said Carmen Di Rienzo, V-me’s President and CEO. “V-me consistently works with world-class production partners to offer a quality alternative to Hispanic TV viewers, and this engaging new series from NYC Media is a perfect complement to our strong real-world entertainment lineup.”

“We’re thrilled that, through this partnership with V-me, a broader audience will be able to learn about some of the City’s best kept secrets,” said Todd Asher, NYC Media Chief Operating Officer. “With *Secrets* now available in Spanish, we’ve been able to find a cost effective way to bring our content to new viewers and market the City to domestic and international visitors.”

Secretos de Nueva York airs on V-me on Wednesdays at 8pm ET with an encore presentation on Saturdays at 7pm ET. For local channel information, go to vmetv.com/estaciones.

About V-me

V-me, one of America's largest Spanish networks, entertains and informs Latino families in Spanish with primetime drama, music, sports, current affairs and Latin cinema, along with world class kids, food, lifestyle and nature. The 24-hour network, partnered with public television stations, is currently available in over 70% of all Hispanic homes. V-me is the first venture of the media production and distribution company, V-me Media Inc. To find out more visit www.VmeTV.com.

About NYC Media

NYC Media, the official TV, radio and online network of the City of New York, informs, educates and entertains New Yorkers about the City's diverse people and neighborhoods, government, services, attractions and activities. As a unique public media entity, NYC Media produces award winning content that is accountable, useful and compelling and serves as the quintessential source of information about New York City. Visit nyc.gov/media to learn more and to find out where to watch.

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V-me

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