

## FACT SHEET

**TITLE:** **WILLY CHIRINO: 35<sup>TH</sup> ANNIVERSARY**  
[TV-PG] [Stereo] [CC]

**LENGTH:** 1/56

**NOLA CODE:** WICH

**CATEGORY:** Music & Entertainment

**OFFERED:** Spring 2008, page S19

**EXPECTED RELEASE:** June 1, 2008

**CONTRACT TERMS:** Ten releases to be completed by May 31, 2010. A release is defined as unlimited use within seven days.

**PROGRAM SUPPLIER:** WPBT, Channel 2

**PROGRAM DESCRIPTION:** In 2005, Grammy Award-winning artist Willy Chirino celebrated his 35th career anniversary with a highly charged, emotional performance at the James L. Knight Center in Miami. The electrified crowd spent three hours on their feet cheering and dancing along with him. Backed by a first-rate 11-piece orchestra, giant multiple video screens and state-of-the-art visual effects, **WILLY CHIRINO: 35TH ANNIVERSARY** is a musical extravaganza filled with thrills and surprises. The artist pays respectful homage to his musical influences, Beny More and Celia Cruz, and through the magic of video technology, sings duets with the two artists. Chirino also shares the stage with music greats Israel Lopez "Cachao," Generoso Jimenez, Paquito Echevarria, Arturo Sandoval and Nestor Torres.

**PROMOTIONAL MATERIALS:** Use above description for guide listings. A press release will be posted to PBS Connect and [APTonline.org](http://APTonline.org). Color photography will be available via email and will also be posted on [APTonline.org](http://APTonline.org).

**COPYRIGHT DATE:** © 2008 Eventus Entertainment

**BROADCAST HISTORY:** Has aired on WPBT and WNET

**RELATED MERCHANDISE:** Viewers: DVD and CDs are available.

Pledge:  
a. Willy Chirino 35 Anniversary DVD/CD  
b. Willy Chirino –Pa'lante CD  
Retail Cost: a. TBA b. \$13.98  
Station Cost: a. \$13.75 b. \$10.00

Additional Cost: Contact Lusiana Salazar,  
Eventus Entertainment, cell: 305.582.4311  
Office: 305.668.4343 x.217  
[lsalazar@eventusmarketing.com](mailto:lsalazar@eventusmarketing.com)

**VIEWER INQUIRIES:** [www.channel2.org](http://www.channel2.org)

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## **PRESS RELEASE**

### **Experience the Passionate, Energetic Live Power of Latin Superstar Willy Chirino in WILLY CHIRINO: 35<sup>TH</sup> ANNIVERSARY**

Grammy Award-winning artist Willy Chirino is one of Latin music's biggest and brightest superstars, recognized as one of the creators of the "Miami Sound." For more than three decades and over nearly 20 albums, Chirino has entertained millions with his fiery, emotional songs of love, celebration and hope, with several of his acclaimed albums obtaining platinum and gold sales status.

The new American Public Television-distributed special **WILLY CHIRINO: 35<sup>TH</sup> ANNIVERSARY**, airing on public television stations nationwide beginning June 1, 2008, captures Chirino's landmark 35<sup>th</sup> anniversary concert, a live musical extravaganza filled with thrills and surprises. Recorded at Miami's James L. Knight Center, Chirino electrifies the crowd with a three-hour set of hits, backed by an 11-piece orchestra, giant multiple video screens, state-of-the-art musical effects and guest appearances from some of Latin music's biggest stars.

Chirino gets the crowd cheering and dancing with hit singles like "Yo Soy un Tipo Tipico," "Amigo de La Luna," "Hechizo de Luna" and "Medias Negras." He also pays

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homage to two of his musical influences—Beny More and Celia Cruz—with emotional video duets featuring the two superstars. Fellow music greats Israel Lopez “Cachao,” Generoso Jimenez, Paquito Echevarria, Arturo Sandoval and Nestor Torres also join Chirino on stage, to the delight of the crowd.

Energetic, explosive and entertaining, **WILLY CHIRINO: 35<sup>TH</sup> ANNIVERSARY** highlights the versatility and energy that has made Willy Chirino one of the most popular and enduring artists on the world’s music scene.

**WILLY CHIRINO: 35<sup>TH</sup> ANNIVERSARY** was acquired from WPBT Channel 2 by American Public Television for syndication to public television stations nationwide.

**About American Public Television**

With more than 10,000 hours of programming in its library, American Public Television (APT) has been a prime source of programming for the nation’s public television stations for 47 years, distributing more than 300 new program titles per year. APT milestones include distribution of the first HD series on public television and the 2006 launch of Create – the TV channel featuring the best of public television’s lifestyle programming. Known for its leadership in identifying innovative, worthwhile and viewer-friendly programming, APT has established a tradition of providing public television stations with program choices that strengthen and customize their schedules, such as *Carreras Domingo Pavarotti in Concert*, *Winged Migration*, *Battlefield Britain*, *Globe Trekker*, *Rick Steves’ Europe*, *Great Museums*, *Jacques Pépin: Fast Food My Way*, *America’s Test Kitchen From Cook’s Illustrated*, *Broadway: The Golden Age*, *Lidia’s Family Table*, *California Dreamin’ – The Songs of The Mamas & the Papas*, *Rosemary and Thyme*, *P. Allen Smith’s Garden Home*, *The Big Comfy Couch*, *Monarchy With David Starkey*, and other prominent documentaries, dramatic series, how-to programs, children’s series and classic movies.

5/22/2008