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**INSPIRED BY THE LEVI'S® BRAND, DISCOVERY EN ESPAÑOL
PREMIERES ICONIC SERIES, NORTE A SUR: UNA RUTA, 5 EXPERIENCIAS**

*TV Series Chronicles the Journey of Five, Young American Latinos
Along the Pan-American Highway*

SAN FRANCISCO (September XX, 2010) – Today the Levi's® brand announces the premiere of “Norte a Sur: Una Ruta, 5 Experiencias,” a new TV series chronicling the journey of five American Latinos along the Pan-American Highway. The show airs on Discovery en Español Saturdays, from September 25 through November 27 at 9:30 pm ET. Additional information about the travelers and the show can be found at: www.norteur5enruta.com, an interactive site where the cast shares their perspectives and engages with fans.

“Norte a Sur” tells the story of five American Latinos – Antonio, Noelis, Landro, Diana and Zack – as they explore the continent from Alaska to Argentina, making personal discoveries along the way. The young travelers engage in the real work of communities, meeting local pioneers who provide inspiration and challenges to enable the cast to explore their Latino heritage, while leaving a positive mark in the towns they visit.

“Supporting the pioneering spirit of the journey allows the Levi's® brand message of ‘Go Forth’ to come to life for our Latino consumers,” said Diane Jones Lowrey, Director of Diversity Marketing and Operations for the Levi's® brand. “We hope this journey encourages viewers to cross boundaries and discover where their own spirit can take them.”

Beginning in Anchorage, Alaska, the first episode shows participants spiritually preparing for their journey. The remaining nine-city tour, which ends in Ushuaia, Argentina, takes the travelers to different places, both literally and metaphorically. From working with Perry Eaton, renowned artist and President and CEO of Alaska Native Heritage Center, to learn about the Alutiiq heritage by carving traditional masks in Anchorage, to organizing a charity concert with "Del

Castillo,” renowned music band based in Austin, to working with acclaimed chef Gaston Acurio, to feed communities in Lima, Peru, the experiences focus on making a difference, both within themselves as well as within local communities.

The interactive website www.norteur5enruta.com and Facebook fan page [Facebook.com/NorteaSur5enRuta](https://www.facebook.com/NorteaSur5enRuta) will house past episodes, run weekly contests and showcase the travelers’ favorite Levi’s® wardrobe pieces, as well as other interactive content. Levi’s® Work Wear and Curve ID collections were an organic part of the *Norte a Sur* journey.

The show explores the pillars of fashion, art and music through the travelers’ distinct personalities. The cast has the chance to showcase their expertise in journalism, photography, music, art and fashion throughout the televised journey when completing the various challenges.

The “*Norte a Sur*” cast includes:

Zachary Popovsky

Young at heart but old in spirit, philosophical 20 year-old Zack is originally from Mexico and now lives in Los Angeles, California. He is a non-conformist with a passion for photography, travel and movies. You could say Zack sees the world through his own lens.

Pierre “Landro” Martinez

A 23-year old rapper/urban poet from Puerto Rico. Landro lives in Placid, Florida and has a love for poetry which permeates his music. He draws inspiration from everything around him.

Noelis Marquez

Although Noelis lives in State College, Pennsylvania, this 24-year old Puerto Rican has not forgotten her Boricua roots. She expresses her creativity and passion for her culture in her graphic designs.

Diana Rojas

This 23-year old journalist from Colombia lives in Grapevine, Texas. An energetic idealist, Diana is not shy about letting the world know her opinions. Her personality and energy are likely to keep the conversation upbeat and the journey interesting.

Antonio Estrada

San Diego, California is home for this 22 year-old Mexican fashion designer. Antonio’s creative eye and sense of family have certainly influenced his ideas. He lives to create the perfect look.

“The five travelers embody the pioneering spirit of the Levi’s® brand and our Go Forth™ campaign, which articulates a vision of hope and progress,” said Doug Sweeny, VP, Levi’s® Brand Marketing. “With *Norte a Sur*, we’ve turned their energy and enthusiasm into something tangible by enabling individuals who are paving the way for a better tomorrow to positively impact communities across the Americas.”

“Discovery en Español is focused on producing original programming that resonates with its U.S. Hispanic viewers. *Norte a Sur: Una Ruta, 5 Experiencias* provides a window into the cast’s experiences traveling along the Pan-American trail, as they come face-to-face with distinct cultures connected to their roots. As viewers see these unique stories unfold, they too take part in the journey,” said Michela Giorelli, VP Production and Development, Discovery Latin America/ U.S. Hispanic.

The series will also air in Latin America, premiering on Discovery Channel on Monday, November 22 at 6:00 pm and running throughout the week. For additional information about the episodes and for local listings please visit: www.DiscoveryEnEspanol.com. For more information about the travelers and insights on the upcoming journey, please visit www.norteur5enruta.com.

ABOUT THE LEVI’S® BRAND

The Levi’s® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss in 1873, Levi’s® jeans have become the most recognizable and imitated clothing in the world – capturing the imagination and loyalty of people for generations. Today, the Levi’s® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi’s® brand, its products and stores, please visit www.levi.com.

ABOUT DISCOVERY EN ESPAÑOL

Discovery en Español is the Spanish-language voice of Discovery. It is the premiere network dedicated to offering the finest in quality programming in the areas of science and technology, world culture and history, nature and wildlife as well as real-life drama. The network creates an indelibly enriching experience by collecting the best of what Discovery’s networks have to offer in combination with its own original Spanish-language content. Created by the world’s most trusted media brand, Discovery en Español translates not just the words, but the feeling of Discovery, educating and engaging audiences nationwide with fascinating glimpses into the incredible world they inhabit. For more information, visit discoveryenespanol.com.

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