

PRESS RELEASE

AMERICANLIFE TV NETWORK (ALN) DONATES PROCEEDS FROM "A JOURNEY TO DARFUR" DVD TO THE INTERNATIONAL RESCUE COMMITTEE

"A Journey to Darfur," Documentary Featuring Nick and George Clooney Brings Awareness Worldwide

WASHINGTON, D.C. – March 31, 2008 - AmericanLife TV Network (ALN), announced today that they have donated proceeds from the documentary, "**A Journey to Darfur**" DVD sales to the **International Rescue Committee (IRC)** for their humanitarian efforts in Darfur. To date, AmericanLife TV Network has donated \$7,182.17 to the organization.

"We are grateful for the support of the AmericanLife TV Network," said **George Rupp, President of the International Rescue Committee**. "The network's contribution will help fund IRC programs that provide health care, water, sanitation services and education for more than 800,000 people in the Darfur region."

"A Journey to Darfur," is the documentary that chronicled **George Clooney** and his father **Nick's** visit to the Sudan border in 2006. The documentary was produced by reporter Nick Clooney after being moved by the trip he and his son, actor George Clooney, took to the Sudan border. Included in the documentary are emotional interviews with the genocide-ravaged refugees of Darfur, conducted by George and Nick and an exclusive interview with George Clooney.

"We commend AmericanLife TV Network for supporting this project", said Nick Clooney, "they were really dedicated to getting this documentary done, and thru tireless efforts, the DVD has been shown all over the world. This experience was life changing for us and we will never look at the world the same again. This project has brought awareness, influenced decisions in high places and we will continue to be committed in our efforts to find solutions to this global problem."

Described as the world's worst humanitarian crisis, in the four years since the onset of large-scale conflict in Darfur, at least 200,000 people have lost their lives. An estimated 2 million more have fled to settlements for the displaced, including nearly 368,000 since the signing of the Darfur Peace Agreement in May 2006.

"The world continues to be an ever more troubling place where people can not live free from tyranny, genocide, famine and conflict and where fear is more prevalent than freedom. We were compelled to televise and distribute "A Journey To Darfur", and will continue to support the vital work of the International Rescue Committee and people like Nick and George Clooney and their selfless commitment to make a difference in the world" said **Larry Meli, President and COO of AmericanLife TV Network**.

In addition to premiering on AmericanLife TV Network, "A Journey to Darfur" has aired on; The Community Channel in England and France 2. The documentary has also been shown at festivals and schools around the world including; The second **Refugee Film Festival** in Tokyo presented by the UNHCR, **Ilaria Alpi Journalistic Television Award** based in Riccione, Italy, **Milano Doc Festival**, and the **Human Rights Nights Film Festival** in Bologna, Italy.

"A Journey To Darfur" is available for \$14.99 SRP exclusively through AmericanLife TV Network's website at americanlifetv.com and on Amazon.com. AmericanLife TV Network will continue to donate all proceeds from sales of the DVD to IRC through "**Not On Our Watch**" (notonourwatchproject.org), the humanitarian project created by **George Clooney, Brad Pitt, Matt Damon, and Don Cheadle**.

International Rescue Committee serves refugees and communities victimized by oppression or violent conflict worldwide. Founded in 1933, the IRC is committed to freedom, human dignity, and self-reliance. This commitment is expressed in emergency relief, protection of human rights, post-conflict development, resettlement assistance, and advocacy. www.theIRC.org

AmericanLife TV Network™ (www.americanlifetv.com), is the cable network devoted to America's baby boomer generation. The network delivers classic TV, lifestyle, original and socially responsible programming that addresses compelling issues important to today's mature audience. ALN offers VOD and broadband programming. For more information, or to get AmericanLife TV Network™ call your local cable or satellite provider or visit us at www.americanlifetv.com.

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