

press release

DAISY COOKS!
WITH DAISY MARTINEZ
Public Television's Newest Star

Daisy Martinez premieres on public television in the brand new **Daisy Cooks! with Daisy Martinez** nationwide on April 2, 2005 (check local listings).

Get ready for Daisy! Viewers are in for a treat when they turn their televisions to the first public television cooking series featuring a Latina who is determined to tell her story in a style that is obviously enthusiastic but equally sincere. In anticipation of huge demand, A La Carte Communications in association with Thirteen/WNET New York are planning to release 26 more episodes in September 2005 to coincide with her first book from Hyperion.

To say Daisy is passionate about food is an extreme understatement. She thrives on sharing her culture – its music, history, and most of all, its food. The thread of her cooking winds through the Latin world, from Spain to South America, across the Caribbean and the countries of Central American and on to Mexico. And she does it all without leaving the United States. In fact, throughout the series, Daisy visits many of the vibrant and varied Latino communities in this country. Using a dish as basic as chicken and rice, Daisy will transport the audience from the arid interior of Mexico – via Los Angeles – to the rain forests of Puerto Rico – via New York City – to the shores of Cuba – via Miami Beach, exploring the endless yet comfortably familiar possibilities these two humble basic ingredients can produce.

Daisy's sunny kitchen is the perfect setting as she delivers dish after dish that surprises and excites, and is also easy and accessible to cook. To paraphrase Daisy, "this series is really about sharing how to cook and enjoy "our 'soul food' – the simple satisfying dishes exploding with flavor that we share year in and year out with our family and friends." And this is Daisy's secret ingredient, one that people of every background, from Irish to Italian, Asian to Jewish, will respond to, because it is their stories, and their memories.

Executive produced by Geoffrey Drummond and Nat Katzman. Produced by Geoffrey Drummond. Produced in 2005, **Daisy Cooks! with Daisy Martinez** is a production of A A La Carte Communications in association with Thirteen/WNET New York and presented by American Public Television through the Exchange service at no cost to public television stations nationwide.

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Founded in 1990 by Geoffrey Drummond and Nat Katzman, A La Carte Communications specializes in lifestyle television and video production and is America's leading independent producer of television cooking shows. A La Carte public television productions include: Emmy-winning *Baking with Julia*, *America's Test Kitchen*, *Julia and Jacques Cooking At Home*, *Lidia's Italian-American Kitchen*, *Michael Chiarello's Napa*, *Savor the Southwest*, *The Frugal Gourmet* and *Martin Yan's Chinatowns*.

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Thirteen/WNET New York is one of the key program providers for public television, bringing such acclaimed series as *Nature*, *Great Performances*, *American Masters*, *Charlie Rose*, *Religion & Ethics NewsWeekly*, *Wide Angle*, *Stage on Screen*, *Secrets of the Dead*, and *Cyberchase* – as well as the work of Bill Moyers – to audiences nationwide. As the flagship public broadcaster in the New York, New Jersey and Connecticut metro area, Thirteen reaches millions of viewers each week, airing the best of American public television along with its own local productions such as *The Ethnic Heritage Specials*, *The Thirteen Walking Tours*, *New York Voices*, and *Reel New York*. With educational and community outreach projects that extend the impact of its television productions, Thirteen takes television "out of the box." And as broadcast and digital media converge, Thirteen is blazing trails in the creation of Web sites, enhanced television, CD-ROMs, DVD-ROMs, educational software, and other cutting-edge media products. More information about Thirteen can be found at: www.thirteen.org.

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For 44 years, American Public Television (APT) has been a prime source of programming for the nation's public television stations. APT distributes more than 10,000 hours of programming

including *JFK: Breaking the News*, *Simply Ming*, *Globe Trekker*, *Rick Steves' Europe*, *Julia and Jacques Cooking at Home*, *Battlefield Britain*, *Jungle*, *America's Test Kitchen*, *Lidia's Italian-American Kitchen* and classic movies. APT is known for identifying innovative programs and developing creative distribution techniques for producers. In four decades, it has established a tradition of providing public television stations nationwide with program choices that enable them to strengthen and customize their schedules. Press should contact Donna Hardwick at 617-338-4455 ext. 129 or via email to Donna_Hardwick@APTonline.org. For more information about APT's programs and services visit APTonline.org.

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