



## **THE WEINSTEIN COMPANY, MUSIC SUPERSTAR PITBULL AND REAL CHANGE PRODUCTIONS / HONEY I'M HOME TO DEVELOP TWO UNSCRIPTED SERIES FOR TELEVISION**

**“Mr. Worldwide” to Executive Produce in *Pitbull: The Lyfe* and *The Real Change Project***

**October 28, 2014 (New York, NY)** – The Weinstein Company (TWC) is excited to announce today that they are teaming up with Armando Christian Perez, otherwise known as globally renowned recording artist Pitbull, and REAL Change Productions / Honey I'm Home on two unscripted television series. Known for such chart-topping hits as “I Know You Want Me (Calle Ocho),” “Timber (feat. Kesha),” and “Give Me Everything (feat. Neyo),” the artist will be partnering with TWC on *Pitbull: The Lyfe*. The show will give viewers an exciting and rare behind-the-scenes look at his whirlwind world tour, recording sessions and life. Additionally, they are developing *The REAL Change Project*, in which Pitbull will team up with some of the world's most beloved entertainers and public figures such as First Lady Michelle Obama, entertainment icon Tony Bennett, pop star Lady Gaga, rock legend Paul McCartney, NBA star Kobe Bryant and more as they take an emotional and intimate look back at the mentors from their early years who inspired them and helped to shape their own success. *The REAL Change Project* will feature exclusive live performances from entertainment's biggest names and will help raise millions for schoolteachers and educators around the world. Patrick Reardon, SVP of Television Production, will oversee the project for TWC with Pitbull, Michael Calderon, Liam Murphy, President & CEO of Real Change Productions, LLC and Robert Engler, serving as Executive Producers.

Commented TWC Co-Chairman Harvey Weinstein: “Our television division at TWC has made an incredible name for themselves in creating fresh and entertaining unscripted programming. Partnering with Pitbull, one of the biggest names in music today, on *The REAL Change Project* and *The Lyfe* is a phenomenal opportunity that we're all very excited to get started on.”

“It's an honor to partner with The Weinstein Company and Real Change Productions / Honey I'm Home on *Lyfe* and *The REAL Change Project*, two series with the point of view that life is what we make it – some follow the rules; others bend them,” said Perez, who serves as executive producer on all film and television projects through his Honey I'm Home production company, including his Fox New Year's Eve television special currently underway through Endemol North America. “After the party kicks off 2015, we will show what's behind the curtain and most important, learning, listening from the best plays a huge role in the journey.”

“With the success of last year's inaugural show, *The REAL Change Project*, we are excited to partner with The Weinstein Company” said Murphy. “We're extending the one-time special into an episodic series, taking this platform to a whole new level. We are also thrilled to expand our partnership with Pitbull, who was extraordinary in last year's *The REAL Change Project* and will be amazing as the star in *The Lyfe*.”

### **ABOUT THE WEINSTEIN COMPANY**

The Weinstein Company (TWC) is a multimedia production and distribution company launched in October 2005 by Bob and Harvey Weinstein, the brothers who founded Miramax Films in 1979. TWC also encompasses Dimension

Films, the genre label founded in 1993 by Bob Weinstein, which has released such popular franchises as SCREAM, SPY KIDS and SCARY MOVIE. Together TWC and Dimension Films have released a broad range of mainstream, genre and specialty films that have been commercial and critical successes. During Harvey and Bob's tenure at Miramax and TWC, they have received 331 Oscar nominations and won 79 Academy Awards.

Since 2005, TWC and Dimension Films have released such films as GRINDHOUSE; 1408; I'M NOT THERE; THE GREAT DEBATERS; VICKY CRISTINA BARCELONA; THE READER; THE ROAD; HALLOWEEN; THE PAT TILLMAN STORY; PIRANHA 3D; INGLOURIOUS BASTERDS; A SINGLE MAN; BLUE VALENTINE; THE KING'S SPEECH; THE COMPANY MEN; MIRAL; SCREAM; SUBMARINE; DIRTY GIRL; APOLLO 18; OUR IDIOT BROTHER; I DON'T KNOW HOW SHE DOES IT; SARAH'S KEY; SPY KIDS: ALL THE TIME IN THE WORLD IN 4D; MY WEEK WITH MARILYN; THE IRON LADY; W.E.; CORIOLANUS; UNDEFEATED; THE ARTIST; BULLY; THE INTOUCHABLES; LAWLESS; KILLING THEM SOFTLY; THE MASTER; SILVER LININGS PLAYBOOK; DJANGO UNCHAINED; QUARTET; ESCAPE FROM PLANET EARTH; DARK SKIES; THE SAPPHIRES; SCARY MOVIE 5; KON-TIKI; UNFINISHED SONG; FRUITVALE STATION; LEE DANIELS' THE BUTLER; THE GRANDMASTER; SALINGER; 12-12-12; PHILOMENA; MANDELA: LONG WALK TO FREEDOM; AUGUST: OSAGE COUNTY; VAMPIRE ACADEMY; THE RAILWAY MAN; THE IMMIGRANT; YVES SAINT LAURENT; BEGIN AGAIN; THE GIVER; FRANK MILLER'S SIN CITY: A DAME TO KILL FOR; THE DISAPPEARANCE OF ELEANOR RIGBY; TRACKS and ST.VINCENT. Upcoming releases include THE IMITATION GAME; BIG EYES and PADDINGTON.

TWC boasts an active television production division which garnered nine Emmy nominations in 2013 and five in 2014. TWC Television produces the reality powerhouse *Project Runway*, which is currently in its 13th season on Lifetime; with its spin-off series and critically-acclaimed *Project Runway All Stars*, hosted by Alyssa Milano and *Project Runway Under The Gunn*, hosted by Tim Gunn. Recent TWC television productions include *Mob Wives* for VH1, *Million Dollar Shoppers* for Lifetime, *Rodeo Girls* for A&E and *Trailer Park: Welcome to Myrtle Manor* for TLC. Scripted projects currently in production include John Fusco's historical action-adventure epic *Marco Polo*. Announced scripted projects in development include *Ten Commandments*, a ten-part event series with each episode to be helmed by a different A-list director and focusing on one commandment and an adaptation of Daniel Stashower's bestselling Civil War-era spy thriller *The Hour Of Peril*. TWC also developed Amy Sherman Palladino's *The Nanny Diaries* for ABC and produced the Peabody award-winning HBO series *The No. 1 Ladies' Detective Agency*, directed by Anthony Minghella.

## **ABOUT PITBULL**

Armando Christian Perez, aka Pitbull, is a globally successful musician, performer, business entrepreneur, fashion icon and actor whose career sales have exceeded 5 million albums and over 60 million singles worldwide. Pitbull has had #1 hits in more than 15 countries; his videos have over 5 billion views; and his social reach matches audiences of some television networks around the world. Pitbull's previous album, *Global Warming: Meltdown*, features the massive hit singles "Feel This Moment" featuring Christina Aguilera, "Don't Stop The Party," "Back In Time" from the action-comedy *Men in Black 3*, along with his second #1 hit on the Billboard Hot 100 chart, "Timber" featuring Ke\$ha. "Fireball," the first single from his forthcoming November 24 album *Globalization*, is racing up charts around the world. Pitbull's world tours have sold out concerts in North and South America, Europe and the Far East. He's currently on a co-headlining U.S./Canada arena tour with Enrique Iglesias, which kicked off last month.

This year, Pitbull was selected and performed the official anthem "We Are One (Ole Ola)" with Jennifer Lopez and Claudia Leitte at the opening ceremony of the FIFA World Cup in Sao Paulo, Brazil. On November 23, he will also host the American Music Awards for the second consecutive year. Armando is also a burgeoning business entrepreneur with his own line of premium vodkas (Voli) and premier fragrances for men and women simply titled Pitbull. These ventures, along with a strategic partnership with Playboy Enterprises; a television production deal announced with Endemol North America, which included the announcement of his own production company, Honey I'm Home, and a New Year's Eve special on Fox; plus major sponsorship deals with blue-chip brands like Bud Light, Dr Pepper, Kodak and Dodge; and the recently announced honor of receiving a star in 2015 on the Hollywood Walk of Fame, clearly define Pitbull as Mr. Worldwide.

**ABOUT REAL CHANGE PRODUCTIONS**

REAL Change Productions, LLC (RCP) is a premiere production/consultant company established in 2008. RCP focuses on the creative and business sides in television, film, music and special social platforms that complement the world and create change.

Founder and CEO Liam Murphy is the son of two career public school teachers and created the television special *The REAL Change Project* to help bring to light educational programs that are helping children, teachers and schools

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