

# ***THE NEW HEROES hosted by Robert Redford***

**Four-hour series travels the globe to explore the ideas and impact of “social entrepreneurs” who measure their bottom line in lives**

**Premieres Tuesdays, June 28 and July 5, 8-10 p.m. on PBS**

In India, Kailash Satyarthi rescues brutally enslaved children in daring raids and promotes a radical vision to end forced child labor. In Kenya, Martin Fisher and Nick Moon introduced a low-cost, manual water pump that can double the yield of a small farm. In Bangladesh, Muhammad Yunus founded a bank that has loaned billions of dollars to millions of poor families, all without any collateral. In Egypt, Dina Abdel Wahab has broken through cultural taboos to create quality schools for children with disabilities.

These remarkable individuals represent a new breed of entrepreneur – the social entrepreneur. Courageous, compassionate and committed to transforming society, these brilliant men and women have turned their business skills into tools for change, development and hope. For them, profit is measured not in dollars and cents, but in lives saved and dignity restored.

***THE NEW HEROES***, a new four-hour series hosted by Robert Redford, tells twelve dramatic stories of social entrepreneurs who bring innovative, empowering solutions to the most intractable social problems around the world. The series premieres Tuesdays, June 28 and July 5 from 8-10 p.m. (ET) on PBS (check local listings).

***THE NEW HEROES*** is a production of Oregon Public Broadcasting in association with Malone-Grove Productions, Inc. Major funding is provided by the Skoll Foundation. Additional funding is provided by Calvert and the Flora Family Foundation.

“What is it that makes a person a hero?” asks Redford in his introduction to ***THE NEW HEROES***. “Is it the risk they take? Or the lives they change? There are people in the world today who are offering hope instead of despair. They are the new heroes.”

The new heroes are a unique brand of activists who bring the kinds of leadership skills, problem-solving capacity and focus on results that would inevitably lead to great success in the business world. But rather than riches, these individuals seek a better society and a more humane world. Whether they are working to provide fair labor opportunities for women, bringing electricity to rural families, introducing affordable cataract surgery to prevent unnecessary blindness, or educating homeless children,

these iconoclastic thinkers use the power of capital, business savvy and fertile imagination to help oppressed and impoverished people transform their own realities.

Over the course of four illuminating hours, each story in this unique series illustrates the amazing changes that are possible when an innovative idea is coupled with optimism, a strategy for action, and a passionate belief in human potential.

### **Dreams of Sanctuary**

The series begins its global exploration of social entrepreneurs with a look at those who are helping the desperate, the destitute and the determined to make a new beginning – from Moses Zulu’s home and school for AIDS orphans in Zambia to Mimi Silbert’s San Francisco-based Delancey Street foundation, which helps drug addicts, criminals and the homeless turn their lives around. This episode also travels to India to follow Kailash Satyarthi on a harrowing slave camp raid, where seconds might make the difference between life and death. “It is not possible to change a society without starting from the bottom, from the villages and communities,” says Satyarthi, as he explains his plan to abolish slavery in India through a nationwide network of child-friendly villages and a line of carpets that are made without forced labor or child slavery.

### **Technology of Freedom**

The second program turns to the work of “compassionate capitalists,” who have created self-sustaining businesses to maximize human benefit, not profit. These include Martin Fisher and Nick Moon, the founders of ApproTEC, who invented an economical water pump that gives Africa’s subsistence farmers a chance to make a living, and Fabio Rosa, a modern Brazilian cowboy who battles government monopolies to bring electricity to remote regions in his country. In this program the series also returns to India to meet Dr. Govindappa Venkataswamy – better known as Dr. V – who has applied the latest industrial techniques to make sight-saving surgery available for the poor. “Our goal was not to see how much money we could earn and have a big comfortable house and a big car,” says Dr. V. “The goal was to see how many people we could help. The more money we earn the more people we could help.”

**Power of Enterprise**

The third program in the series looks at how social entrepreneurs are working to break the cycle of poverty by empowering people to earn a living. Among the foremost of these is Muhammad Yunus, a.k.a., “the banker to the poor,” whose Grameen Bank provided 3.8 billion dollars in loans to 2.4 million families in Bangladesh and inspired similar credit operations in a hundred countries. “I saw the conventional banking standing on its head,” says Yunus of his project. “So I turned it around so it can stand on its feet.” This episode also travels to the jungle city of Pucallpa, Peru, where Albina Ruiz Rios has been forming micro-enterprises to clean up garbage that is ruining the environment, contaminating water and causing disease in poor neighborhoods. And it ventures into the violence-plagued slums of Rio de Janeiro, where Maria Teresa “Teté” Leal leads the Coopa-Roca sewing cooperative, a fair labor shop that creates clothes seen on the runways of the high-fashion world.

**Power of Knowledge**

The final program looks at the new heroes who are working to improve lives by creating opportunities for education in societies that often leave children to fend for themselves. Among these are Sompop Jantraka, who has started a school for young Thai girls with the goal of saving them from prostitution, and Dina Abdel Wahab who has started schools in Egypt for that nation’s once-neglected children with disabilities. And the program returns once more to India, this time to Calcutta, where Inderjit Khurana has set out to bring education to children who beg in the train stations by setting up a school right on the railway platforms. “These were kids who were surviving on their own. Making all decisions, all adult decisions and hardly leading a child’s life. I wanted somehow to alter this if I could. Give them back a childhood and hold out hope for the future.”

Undaunted by the chronic challenges of poverty, illness, unemployment, violence, and ignorance they see around them, these remarkable men and women risk their own wealth – and often their own lives – to help people empower themselves. As this unprecedented series shows, social entrepreneurs are not about handouts and patchwork solutions. Rather, these innovative new activists are out to devise and implement long-term systemic change in societies riddled with inequality and inhumanity. Their hope is to create models that will be widely imitated, leading to greater and greater

good. Through their vision and action, they are changing the world . . . and earning their reputations as **THE NEW HEROES**.

**Learn More. Do More.**

**THE NEW HEROES** companion Web site at [www.pbs.org/thenewheroes](http://www.pbs.org/thenewheroes) will provide in-depth information on the work of social entrepreneurs and how they are making a difference around the world. A “build a business” game lets site visitors try their hand at running a socially-conscious business and the parents guide to raising socially- conscious children offers valuable guidance on how to expand the world view of children.

In conjunction with the documentary, the Skoll Foundation is launching a national initiative to encourage families, neighbors and friends to come together for house party screening events of **THE NEW HEROES**. Complete information on how to host an event is available at [www.thenewheroes.org](http://www.thenewheroes.org)

**Companion CD and DVD**

**THE NEW HEROES** soundtrack CD brings together the passion of disparate music cultures from the four corners of the globe and was composed by the virtuoso artist and producer Chris Hedge. The series DVD and companion CD are both available through Oregon Public Broadcasting by calling 1-800-440-2651.

**Production Credits**

**THE NEW HEROES** was produced by Oregon Public Broadcasting in association with Malone-Grove Productions, Inc. Executive Producer is David Davis. The host for the series is Robert Redford. The series is narrated by: Bonni Cohen, Andrew Gersh, Linda Hunt, Robert Redford, and Charles C. Stuart. Series Producers are Mike Malone and Bob Grove. Producers: Carl Byker, Bonni Cohen, Camille Servan-Schreiber, and Charles C. Stuart. Music was composed and conducted by Christopher Hedge.

Malone-Grove Productions is a leading, Silicon Valley-based, creator of programming relating to the new economy, technology and entrepreneurship. It's most recent public television productions prior to "The New Heroes" were "Re-Connections" and "Betting it All: The Entrepreneurs."

**Funding Credits**

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