



**“BEYOND BORDERS: AN MTV TR3S IMMIGRATION FORUM”
PREMIERES ON SATURDAY, SEPTEMBER 29TH AT 6 PM**

**Solution-focused Immigration Forum for Young People Brings
Together Artists, Students and Activists to Explore Solutions to the
Immigration Crisis**

*Residente of Calle 13, Ana Ortiz, Malverde, and U.S. Congressman Xavier
Becerra Participate in Historic Discussion*

**Calle 13’s Grammy nominated “Pal Norte” is Theme Song for
Immigration Forum**

New York, NY, September 26, 2007 -- MTV Tr3s is giving voice to Latino youth who are ready to go beyond the politics and rhetoric of the immigration debate when it broadcasts “Beyond Borders: An MTV Tr3s Immigration Forum,” a historic, first-ever of its kind on network TV event, on Saturday, September 29th at 6 PM. The 30-minute televised forum brings together artists, young people and expert panelists from the worlds of music, politics, academia, media and pop culture to explore solutions to the immigration crisis and discuss its impact on their families, education and everyday lives.

“The immigration debate has ignited the passions of young people across the country but the issues are particularly personal for our audience,” said Lily Neumeyer, Vice President of Programming and Production for MTV Tr3s. “This forum was designed to elicit real solutions young people have for an issue that impacts them directly and indirectly.”

Hosted by prominent Latino journalist Gustavo Arellano, “Beyond Borders: An MTV Tr3s Immigration Forum” features panelists Residente of the Latin Grammy winning group Calle 13, U.S. Congressman Xavier Becerra, Voto Latino representatives “Ugly Betty” actress Ana Ortiz and West Coast rapper Malverde, and a representative from National Council of La Raza. The Forum is broadcast from Cal State L.A., site of the first Chicano Studies program in the country.

The Forum also allows the MTV Tr3s viewing audience a chance to be a part of the discussion, adding their thoughts to the discussion by submitting their questions online at mtv3voces.com or by texting 22444 to submit their comments and questions. Viewer-generated content will appear during the show as an on-screen crawl.

Calle 13’s “Pal Norte” (Going North), the Grammy-nominated single from the duo’s chart-topping current album, with Latin hip-hop outfit ORISHAS, is the theme song for “Beyond Borders: An MTV Tr3s Immigration Forum.” The song has been called “a

biting indictment of immigration policy in the Americas” that “highlights the harsh realities that immigrants are faced with when coming to the U.S.”

According to a poll conducted over mtv3voces.com, 60% of respondents feel that immigration is the most important issue affecting Latino youth and 76% of respondents said that a Presidential candidate’s position on immigration would define their vote.

Forum host Arellano reinforced that there are many sides to the immigration issues facing students, however the Forum set out to explore potential solutions.

“Out of nearly three million students who will graduate from U.S. high schools this year, a group of around 65,000 will not have the opportunity to go to college. Not because they lack the motivation but because of the status passed on to them by their parents,” said Arellano. “One possible solution that is explored in ‘Beyond Borders’ is a piece of legislation called the DREAM Act that strives to help young undocumented immigrants gain legal status and pursue higher education.”

Lily Neumeyer is Executive Producer of “Beyond Borders: An MTV Tr3s Immigration Forum;” Ryan Kroft is Supervising Producer; Vanessa Whitewolf is Producer; Dave Diomedi is Director.

The premiere broadcast of the “Beyond Borders” Forum on September 29th at 6 PM directly follows the premiere broadcast of the latest installment of MTV’s award-winning “True Life” series, “True Life: I Live on the Border,” which will be simulcast on MTV and MTV Tr3s at 5 PM. “True Life: I Live on The Border,” documents the journey of three young people caught up in the struggle where two different worlds intersect. From those who have physically climbed barbed wire fenced in an attempt to find a better life, to others who patrol the border with armed weapons in hand, everyone living on the border has a story to tell. Two of the people featured in the documentary, a member of the Minutemen and an undocumented high school student, are participants in the Forum and give their perspective on how the topic affects young people’s lives.

“Beyond Borders: An MTV Tr3s Immigration Forum” is also part of MTV's renewed Emmy-Award winning campaign, “Choose or Lose.” First launched in 1992, “Choose or Lose” has consistently re-invented political activism, connecting with young people on their terms and breaking down the barriers between American youth and those running for office. The campaign has fueled several of the largest youth voter turnouts in US history, including in 2004, when it helped inspire nearly 22 million 18-30 year olds to register and vote.

MTV Tr3s is in 6.2 million Hispanic TV households and 31.9 million total TV households, making it the most-widely distributed TV network dedicated to superserving today’s bicultural Latino youth. MTV Tr3s’ programming is rooted in the fusion of American and Latino music, cultures, lifestyles and languages. Music programming is at the core of MTV Tr3s and the channel features hitmakers, emerging artists and new

sounds that resonate with young U.S. Latinos. In addition to music programming, MTV Tr3s programming slate also features lifestyle series, news, documentaries and other long-form programs that celebrate US Latino hybrid identity and culture.

Voto Latino inspires the next generation of Americans to register and vote through youth-targeted media that leverages the inspirational power of the Latino community's artists of screen and stage. Voto Latino received the 2006 Gold Promax Award for its Public Service Announcements and received an Imagen Award nomination. Voto Latino launched the first national voter registration campaign use text messaging in an effort to incorporate the latest technology with civic participation. Both Ana Ortiz and Malverde are members of Voto Latino's Artist Coalition.

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