



For Immediate Release

**ASPIRETV TEAMS UP WITH THE HARLEM GLOBETROTTERS
FOR THE NEW SERIES
*HARLEM GLOBETROTTERS: SECRETS OF THE CITY***

**The First Series Greenlit Under the Output Deal with Sunwise Media
to Develop and Produce Multicultural Programming for the Network**

ATLANTA – March 4, 2024 – AspireTV, the network that celebrates and reflects Black life, style and culture, has entered into a production partnership with EMMY nominated producer, **Ri-Karlo Handy** of **Sunwise Media**, to develop and produce new original programming as the network continues to expand the aspireTV Studios slate this year. The first series to be greenlit under this agreement is *Harlem Globetrotters: Secrets of the City*.

Harlem Globetrotters: Secrets of the City is a travel series that follows the Harlem Globetrotters as they span the globe on their 2024 world tour. The show combines adventure and cultural immersion; utilizing a documentary style that transports viewers to the soul of the city and the heart of the people wherever the team travels. The Globetrotters share untapped secrets of culture, cuisine and adventure from the most renowned cities around the globe. The Harlem Globetrotters have been touring the world for almost 100 years, visiting over 120 countries which has given them unfiltered access, connections and exploration of Brown and Black culture throughout the world. Going into production this Spring, locations to be featured on the series include, but not limited to: Australia, Singapore, Malaysia, Philippines, Egypt, and Thailand. AspireTV has ordered eight 30-minute episodes.

“Speaking as a super-fan and have been since I was a little girl, it is an honor for aspireTV to team up with Sunwise Media to work with the legendary Harlem Globetrotters as the team takes our viewers to exotic locations across the globe,” said Angela Cannon, General Manager, aspireTV. “In addition to this all-new series, we look forward to serving Black audiences more incredible programming highlighting Black culture through our relationship with Sunwise Media.”

"Partnering with aspireTV and the Harlem Globetrotters marks an exciting chapter for Sunwise Media, as we collaborate to craft original programming that not only celebrates the richness of Black lifestyle and culture, but also has impact and creates narrative change. *Harlem Globetrotters: Secrets of the City* is just the beginning—a fusion of adventure and cultural immersion that we believe will captivate audiences worldwide," stated Ri-Karlo Handy, CEO of Sunwise Media. "Through this dynamic partnership, we're committed to delivering compelling narratives that resonate deeply, reflecting the diverse experiences and voices within our communities. Together, we look forward to producing more exceptional programming that highlights the essence of Black culture."

"As a result of entertaining millions around the globe for almost 100 years, the Harlem Globetrotters have a very large addressable audience," said Keith Dawkins, President, Harlem Globetrotters & Herschend Entertainment Studios. "Aspire gives us the opportunity to super serve a community that has long been one of our most consistent and long-lasting fan bases."

AspireTV Studios, a purpose-driven business development strategy, is committed to supporting a more diverse and equitable creative supply chain. Together with Sunwise Media, a certified Minority Business Enterprise (MBE), aspireTV Studios will source and connect advertisers with diverse owned media, content creation, full-service production and distribution across cable, satellite and streaming platforms.

Secrets of the City is produced by Sunwise Media and Herschend Entertainment Studios. Keith Dawkins and Bronwen O'Keefe serve as executive producers as well as Ri-Karlo Handy.

AspireTV recently launched an app for iOS and android phones, ensuring viewers can engage with the aspireTV brand anytime and anywhere. AspireTV Life, the free ad-supported streaming television channel, can be accessed directly via the app, allowing viewers to catch up on past seasons of hit programs. The aspireTV app will be the go-to destination for viewers to stay on top of their favorite programs, series and movies that air on the linear network dedicated to Black culture and urban lifestyle programming. App users can set reminders, use the channel finder and stay in the loop on culture related topics across the categories of news,

entertainment, business, sports and Black history through the Tribe Talk blog which delivers fresh content each week.

To find aspireTV on cable in your area, go to <https://aspire.tv/channel>. AspireTV is also available nationally on DirecTV and can be watched on DirecTV Stream or Philo.

ABOUT THE WORLD-FAMOUS HARLEM GLOBETROTTERS / HERSCHEND ENTERTAINMENT STUDIOS

The Harlem Globetrotters® are *THE* originators of basketball style; captured by their dynamic athleticism, unique skill and historical influence on the modern game of basketball. Since 1926, the Globetrotters, proud members of the Naismith Memorial Basketball Hall of Fame, have used their legendary global tour to showcase their iconic brand of basketball to tens of millions in over 124 countries and territories across six continents. Their series, “*Harlem Globetrotters: Play it Forward*,” produced in partnership with Hearst Media Production Group, airs on NBC, Peacock, and Telemundo as “*Harlem Globetrotters: Ganando Con La Comunidad*.” The hit series, which reaches a million viewers each week, garnered an Emmy nomination in its first season and put the brand back on network television for the first time in 40 years.

In addition to Hearst, other media partners include Hidden Pictures, Atmosphere TV, Reach TV, and Viral Nation. The brand continues to grow its roster of partners with expansion across a variety of categories including, consumer products, retail, travel, QSR/Food, just to name a few. Additional partnerships include, Sprayground, Undercrown, Macys, Hybrid, Hoop Culture, Citi, Alaska Airlines, as well as our official ball partner, Spalding and our official tour partner, Jersey Mikes.

Coined by the U.S. State Department in 1951 as *Ambassadors of Goodwill*, the team leverages their moniker to drive its Corporate Social Responsibility (CSR) efforts around their strategic pillars of Health & Wellness, Education, and Community Empowerment. These efforts have yielded partnership with the likes of Microsoft, U.S. State Department Sports Diplomacy, The National Archives Foundation, ‘Great Assist’ in partnership with Jersey Mike’s Subs, Campus Multimedia Court of Creativity, and Comic Relief Red Nose Day.

For more information about the Harlem Globetrotters and the Tour, visit the Globetrotters' official website: www.harlemglobetrotters.com. The Harlem Globetrotters® is a subsidiary of Herschend Enterprises, the largest family-owned themed attractions company.

About Sunwise Media

Sunwise Media, Inc. is a visionary multi-platform media company founded in 2018 by Emmy-nominated producer Ri-Karlo Handy who brings experience with BounceTV and has over 10+ years partnering with brands on content development. Handy boasts an impressive portfolio including acclaimed projects like "Rebuilding Black Wall Street," "Harlem Globetrotters: Play It Forward," "Saints & Sinners," and "Keyshia Cole: The Way It Is," adding to the company's foundation of excellence. As a Certified Minority Business Enterprise, Sunwise Media pioneers culturally relevant content, exemplified by projects such as "Unsolved History," reimagining historical narratives; "Mentoring Kings," empowering young men of color; and "Money Moves Podcast Powered by Greenwood," promoting financial literacy in collaboration with Greenwood's digital banking platform. Sunwise Media's mission is to bridge content and branding, creating socially responsible, culturally-connected content that resonates with the diverse multicultural market. By investing in multi-generational, evergreen programming and events, Sunwise Media aims to be a leading content creator serving the demand for authentic representation across all media platforms and shaping the future of inclusive media.

About aspireTV

AspireTV is the television network that celebrates and reflects Black life, style and culture in a way that is inspiring, authentic and entertaining. In addition to fan-favorite comedies and movies, aspireTV invites viewers to "see yourself here" with series focused on food, travel, home design and fashion, as well as the passion and pride of HBCUs. AspireTV+ is a new subscription streaming service for Black culture and urban lifestyle entertainment. From fashion and beauty to food and travel, there's a diverse selection of original programs, movies, series, independent films, documentaries and more. AspireTV Life is a FAST (free ad-supported streaming television) channel filled with programming that shares the experiences of multicultural viewers through food, fashion, travel and design.

For more information, visit www.aspire.tv, facebook.com/AspireTV, [@TVaspire](https://twitter.com/TVaspire) on X and [@TVaspire](https://www.instagram.com/TVaspire) on Instagram.

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