Entertainment Industries Council and Celebrities “Get Real” on Multi-Channel Internet TV Network Launching This Week

Health & Wellness Channel Launches with Recovery Month Special featuring Miss USA 2006 Tara Conner and Miss USA 2013 Erin Brady

Washington, DC (September 5, 2013) – In celebration of 30 years of the ART of Making a Difference through entertainment and media storytelling of health and social issues, the Entertainment Industries Council (EIC) is launching a 24/7 internet television network, EICtv Network (www.EICnetwork.tv). EICtv Network takes viewers on an interactive, entertaining journey through the worlds of television, film, music and comic books exploring how the world of media and the real world we experience every day intersect, reflect and inform our views and beliefs. EICtv Network features two channels devoted to encouraging, informative and compelling media tackling health and social issues impacting our world.

EICtv Network features two channels, one on Health & Wellness and the other on Science, Engineering and Technology. The channels will be bridged by a weekly, celebrity-driven newscast highlighting the most impactful social movements and campaigns of the week that are influencing our attitudes and behaviors.

“The entertainment industry, from comic books to your favorite TV shows and movies, has a huge influence on how we view important health and social issues. EICtv Network will provide viewers with an in-depth and interactive look at the issues many of us are faced with and highlight the positive power of media in influencing our attitudes and behaviors,” said Brian Dyak, President and CEO, EIC.

EICtv Network’s Health & Wellness Channel will tackle issues including diabetes, substance use, mental health and Veteran’s concerns with actors including Bradley Cooper (Silver Linings Playbook), Jon Huertas (Castle) and Katey Sagal (Sons of Anarchy). These issues will be explored in a unique and interactive way, allowing viewers to be entertained, informed and engaged in the biggest movements from Hollywood to Capitol Hill. The channel will feature live forums, exclusive coverage of entertainment and media writers’ briefings, webinars, and compelling interviews with leaders in specific fields. Viewers will also be given exclusive access to behind-the-scenes footage of the PRISM Awards and SET Awards.

EICtv Network launched with a live-stream of the Annual Recovery Month Luncheon on the Health & Wellness Channel. The luncheon webcast, hosted, by the National Association for Children of Alcoholics and Entertainment Industries Council, was supported by media partner 21st Century FOX. The event features recovery champions Erin Brady, 2013 Miss
USA; Dennis Wholey, TV talk show host and producer of *This is America & the World*; and Tara Connor, 2006 Miss USA. The luncheon, available now on EICnetwork.tv, recognizes the hard work of the recovery community in their efforts to provide services and spread a positive message that behavioral health is essential to overall health, that prevention works, treatment is effective and people can and do recover.

“We at EIC want to portray health and wellness issues in a candid, authentic way. These situations can affect anyone and everyone. The channel will feature Viewer Videos, real-life stories from community members about their struggles and experiences with mental health and social issues. These stories aim to portray often complex issues in a relatable light, hopefully empowering and inspiring viewers,” Dyak continued.