



## **TRAVELSCOPE JOURNEYS TO POP TWIST ENTERTAINMENT**

Los Angeles-based [Pop Twist Entertainment](#) will represent worldwide rights on PBS series **TRAVELSCOPE**, the DK Eyewitness Travel Guides-sponsored HD travel series, hosted by award-winning travel author Joseph Rosendo.

The 26-episode HD series—with 13 additional episodes in production for June 2010—focuses on cultural insights, with breathtaking visuals of exotic destinations worldwide. A multi-season hit, **TRAVELSCOPE** reaches more than 250 million viewers through US PBS stations.

Whether Rosendo is exploring the remote riverside villages of Papua New Guinea, sampling the local offerings in Austria's Burgenland wine cafés, or celebrating the sunrise along India's holy Narmada River, he transmits a unique perspective combined with tips on how viewers can get the most out of the experience.

An acclaimed travel vet, Rosendo also produces longtime radio-staple *Travelscope Radio*, and can be heard on **Discovery Channel Radio**. He is the editor of the *Where To Go When* books, from the **DK Eyewitness Travel** series.

**TRAVELSCOPE** embodies Rosendo's proven success at bringing viewers along as he "accepts the world's invitation to visit." A key mission is to connect with local people and close global culture gaps. In a given episode, he might engage emotionally with Buddhist monks in Thailand, or humorously with gracious weavers in the Guatemalan Highlands. Each episode closes with a quote from adventure devotee Mark Twain: "Travel is fatal to prejudice, bigotry, and narrow-mindedness."

Says Pop Twist president Doug Zwick, "We'll start talking with selected buyers at Silver Docs, and then launch internationally at MIPCOM. Targeted travel programs of PBS quality are few and far between, and Joseph's following is testimony to his unique connection with viewers. We're thrilled to offer this ongoing series worldwide."

Learn more about *Travelscope* at [www.poptwist.com](http://www.poptwist.com)

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