



## **BBC Worldwide Acquires Shankly's Docu-Series "First Ascent"**

**May 12, 2010:** Global television distributor Shankly International Distribution has closed a multi-territory deal with BBC Worldwide Channels for its rock climbing series "First Ascent". The deal gives BBC Worldwide Channels premiere rights to the series for its BBC Knowledge feeds in Poland and the Nordic region.

A co-production with National Geographic International and Sender Films, "First Ascent" captures all the excitement and adrenaline as expert mountaineers push their vertical skills to the limit. The climbers tackle some incredible feats such as walking tightropes across rock spires, BASE jumping off impenetrable peaks, and dangling thousands of feet off the ground without a rope or safety harness.

"Already licensed in 100+ countries, 'First Ascent' has been a major hit for us", says David E. Brenner, Shankly International Distribution's Executive VP. "We're thrilled that the series will receive an even larger TV audience in Europe on the BBC Knowledge channel." BBC Knowledge showcases the best factual and non-fiction entertainment programming from the BBC and independent producers.

**ENDS**

### **About Shankly Productions**

Based in London and West Hollywood, Shankly Productions is a subsidiary of the Libra Group ([www.libra.com](http://www.libra.com)), a privately-owned global business group. Libra Group operates across four continents and controls 30 businesses, primarily focused on shipping, aviation, hospitality, renewable energy and real estate. Shankly Productions has created TV programming for Sky Channel, National Geographic, Travel Channel, Fox Reality, ABC Family and others. The company's international distribution wing is a respected presence in the foreign TV marketplace and represents 2000+ hours of Award-winning TV programming, including long-running series on Spike, Lifetime, Fuel, Fox, Discovery, Versus, Speed, National Geographic and many more. For more information, please visit: [www.shanklyproductions.com](http://www.shanklyproductions.com).