

MASTERPIECE Announces Return of *Poldark* and Major New Funding

San Francisco, CA, May 14, 2014—MASTERPIECE, the illustrious PBS drama series presented by WGBH Boston that has broadened its popularity with hit shows such as *Downton Abbey* and *Sherlock*, has announced new funding and new programming—including a return of the romantic saga *Poldark*.

Speaking at the PBS Annual Meeting in San Francisco, MASTERPIECE Executive Producer Rebecca Eaton announced a co-production package with ITV Studios Global Entertainment that includes *Poldark*, which is made by Mammoth Screen for BBC1. She also reported that Viking River Cruises has renewed its sponsorship of MASTERPIECE and that Darlene Shiley is making an unprecedented \$3 million gift to the MASTERPIECE Trust and KPBS in San Diego.

Poldark originally aired on MASTERPIECE in the 1970s and starred Robin Ellis as the dashing squire, Ross Poldark. With its romantic storyline and breathtaking Cornwall backdrop, *Poldark* became one of MASTERPIECE's most beloved titles. In the new adaptation, slated to air in 2015, Aidan Turner (*The Hobbit*) plays the lead, with Mr. Ellis returning in the role of Reverend Halse.

"I'm very proud to say that after 44 years, MASTERPIECE continues to make news, win awards, and attract new audiences," says Eaton. "How many other television series have the great good fortune to make that claim? It is the support of Darlene Shiley and our colleagues at Viking River Cruises which helps make all this possible."

A sponsor of MASTERPIECE since 2011, Viking River Cruises has renewed its funding through 2015.

"Our partnership with MASTERPIECE is succesful largely because of similarities between our audiences. Viking's guests enrich their lives through travel, history, and culture, so it makes sense for us to align with the finest programming on television," said Richard Marnell, Senior Vice President of Marketing for Viking River Cruises. "We strongly believe in marketing the Viking experience to like-minded explorers, so we are proud to continue our relationship with MASTERPIECE."

Mrs. Shiley's \$3 million donation, made on behalf of her late husband Donald and herself, is the largest gift to date to the MASTERPIECE Trust, a fundraising partnership between PBS stations that allows individuals to contribute to the series and their local stations. San Diego PBS station KPBS will share Mr. Shiley's gift. Mrs. Shiley has been a contributor to the MASTERPIECE Trust since it's inception in 2011. The MASTERPIECE Trust has raised nearly \$10 million since its launch.

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Funding provided by



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"My husband and I always took great satisfaction in supporting KPBS and its programs such as MASTERPIECE," says Shiley. "Our lives were enriched by these wonderful stories, and I am just delighted that our support helps keep the very best drama on American television."

Other titles in the ITV Studios Global Entertainment co-production deal, all airing on MASTERPIECE in 2014-2015, include new seasons of *Mr. Selfridge* starring Jeremy Piven, *Endeavour* starring Shaun Evans as Endeavour Morse, and *Inspector Lewis*, starring Kevin Whately and Laurence Fox.

Poldark is made by Mammoth Screen for BBC1. *Mr. Selfridge* is a Co-Production of ITV Studios and MASTERPIECE and is based on "Shopping, Seduction & Mr. Selfridge" by Lindy Woodhead. *Endeavour* is a Mammoth Screen and MASTERPIECE co-production in association with ITV Studios. *Inspector Lewis* is a coproduction of ITV Studios and MASTERPIECE.

About MASTERPIECE

MASTERPIECE is presented on PBS by WGBH Boston. Rebecca Eaton is Executive Producer for MASTERPIECE. Funding for the series is provided by Viking River Cruises and Ralph Lauren Corporation with additional support from public television viewers and contributors to The MASTERPIECE Trust, created to help ensure the series' future.

About WGBH

WGBH Boston is America's preeminent public broadcaster and the largest producer of PBS content for TV and the Web, including *Masterpiece*, *Antiques Roadshow*, *Frontline*, *Nova*, *American Experience*, *Arthur*, *Curious George*, and more than a dozen other prime-time, lifestyle, and children's series. WGBH also is a leader in educational multimedia, including PBS LearningMedia, and a pioneer in technologies and services that make media accessible to the 36 million Americans who are deaf, hard of hearing, blind, or visually impaired. WGBH has been recognized with hundreds of honors: Emmys, Peabodys, duPont-Columbia Awards...even two Oscars. Find more information at www.wgbh.org.

About PBS

PBS, with its over 350 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and online content. Each month, PBS reaches nearly 109 million people through television and over 28 million people online, inviting them to experience the worlds of science, history, nature and public affairs; to hear diverse viewpoints; and to take front row seats to world-class drama and performances. PBS' broad array of programs has been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn to PBS for digital content and services that help bring classroom lessons to life. PBS' premier children's TV programming and its website, pbskids.org, are parents' and teachers' most trusted partners in inspiring and nurturing curiosity and love of learning in children. More information about PBS is available at www.pbs.org, one of the leading dot-org websites on the Internet, or by following PBS on Twitter, Facebook or through our apps for mobile devices. Specific program information and updates for press are available at pbs.org/pressroom or by following PBS PressRoom on Twitter.

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