



THE HISTORY CHANNEL.

History.com

FOR IMMEDIATE RELEASE

Precious gems obtained through violence, suffering and corruption...

BLOOD DIAMONDS

on The History Channel®

World Premiere Saturday, December 23rd at 10:00 ET/PT

NEW YORK, NY, NOVEMBER 15, 2006 — Diamonds are symbols of wealth, elegance and love around the world. But in several African nations, they have been a means to power, a reason to terrorize millions of innocent civilians, and may have even helped finance some of the world's most brutal terrorists. The human cost of the illicit global diamond trade is examined in the provocative documentary **BLOOD DIAMONDS**, premiering Saturday, December 23, 2006 at **10:00 p.m. ET/PT** on **The History Channel®**.

Because they are portable, easily concealed, and untraceable, diamonds lend themselves to smuggling and corruption. In several underdeveloped African nations, warlords have used diamonds to help finance wars, while the rest of the world has turned a blind eye. Rebel armies have forced tens of thousands of people to mine diamonds in brutal, dangerous conditions under the threat of death, their pay as paltry as a cup of rice per day. In Sierra Leone, rebels chopped off people's hands, arms, feet, lips, and ears indiscriminately for years during a civil war financed in part by the trade of illicit diamonds.

BLOOD DIAMONDS looks to some of the world's foremost experts for the facts of the history of the diamond trade, and goes to the heart of the matter, interviewing both the victims and perpetrators of diamond-fueled atrocities in countries like Sierra Leone. One such victim is Usman Conteh. Captured by rebels in Sierra Leone's Kono district, Usman was forced to mine diamonds for rebels – diamonds the rebels then sold or traded for arms. After months in captivity, Usman escaped only to find rebels had murdered his family.

The documentary explores the factors that led to the violence, tells the vivid details of the suffering, and speaks with the organizations that eventually exposed the link between diamonds and several brutal African conflicts. **BLOOD DIAMONDS** also looks at the

steps eventually taken by advocacy organizations and the diamond industry to combat the problem.

Executive Producer for The History Channel is Margaret G. Kim. **BLOOD DIAMONDS** is produced by Bill Brummel Productions.

The History Channel® is one of the leading cable television networks featuring compelling original, non-fiction specials and series that bring history to life in a powerful and entertaining manner across multiple platforms. The network provides an inviting place where people experience history in new and exciting ways enabling them to connect their lives today to the great lives and events of the past that provide a blueprint for the future. The History Channel has earned three Peabody Awards, three Primetime Emmy® Awards, ten News and Documentary Emmy® Awards and received the prestigious Governor's Award from the Academy of Television Arts & Sciences for the network's Save Our History® campaign dedicated to historic preservation and history education. The History Channel reaches more than 90 million Nielsen subscribers. The website is located at www.History.com.

Press Only: For more information and photography please visit us on the web at www.historychannelpress.com.

###