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**ENVIRONMENTAL DOCUMENTARY *DEEP DOWN* LAUNCHES
INTERACTIVE VIRTUAL MINE IN SECOND LIFE****Fun for Gamers and Educators, the Mine — Modeled After Maytown, Kentucky —
Lets Players Take Action in Solving the Local Power Crisis**

(San Francisco) –*Deep Down*'s Virtual Mine is an educational 3D environment, game, and educational curriculum for teachers, students, and anyone who'd like to learn more about mountain top removal, coal fired power production, alternative energies, and the music and culture of Appalachia. Created by the producers of *Deep Down* in the popular world of Second Life, the Virtual Mine is a complete 3D environment and game modeled after Maytown, Kentucky — the town of focus in *Deep Down*. The interactive project was developed at BAVC's Producers Institute for New Media Technologies with funding from the Independent Television Service (ITVS) and the MacArthur Foundation.

The Virtual Mine invites players to take part in a story as it develops in four chapters, allowing participants to take action in solving the power crisis in Maytown. From mining for power, to reducing demand for electricity, to solving an alternative energy puzzle, and culminating in a “community jam” with music and virtual dancing — the game is dynamic, engaging, and educational. Resources for those new to Second Life are available to accompany the game. An Educators Guide outlines how the game can be used in the classroom, and includes tips for entering and participating in Second Life, short videos, discussion questions, suggested activities, and online resources for each of the four chapters of the game.

To learn more about the Virtual Mine and start playing, visit: <http://deepdownfilm.org/virtualmine>.

**About *Deep Down***

Beverly May and Terry Ratliff grew up like kin on opposite sides of a mountain ridge in eastern Kentucky. Now in their fifties, the two find themselves in the midst of a debate dividing their community and the world: who controls, consumes, and benefits from our planet's shrinking

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supply of natural resources? A very personal look at an issue affecting communities from coast to coast, *Deep Down* will premiere on the Emmy® Award-winning PBS series *Independent Lens* on Tuesday, November 23, 2010 at 10 PM (check local listings).

About ITVS

The Independent Television Service (ITVS) funds and presents award-winning documentaries and dramas on public television, innovative new media projects on the Web, and the Emmy® Award-winning weekly PBS series *Independent Lens*. ITVS was established by a historic mandate of Congress to champion independently produced programs that take creative risks, spark public dialogue, and reach underserved audiences. Since its inception in 1991, ITVS programs have revitalized the relationship between the public and public television, bringing TV audiences face-to-face with the lives and concerns of their fellow Americans. More information can be found at itvs.org. ITVS is funded by the Corporation for Public Broadcasting, a private corporation funded by the American people.

About BAVC Producers Institute for New Media Technologies

The Producers Institute for New Media Technologies is a ten-day residency for eight creative teams (independent producers or public broadcasters) with a shared goal of developing and prototyping a multi-platform project inspired by, or based on a significant documentary project.

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