



**It's Political, It's Sexual, It's Ground Breaking ...**  
**It's the World Broadcast Premiere of**  
***INK: Alter Egos Exposed***  
**Friday, June 6 at 8 p.m. ET on IFC**

**PROGRAMMING NOTICE**

**Toronto – May 14, 2008** – What do Superman, Martin Luther King, rapper MF Grimm and Spiderman have in common? Each has been featured in their very own comic book and now on a new Canadian **IFC** series ***INK: Alter Egos Exposed***. Hosted by Hugh Dillon (*Durham County*), ***INK: Alter Egos Exposed*** is a 10 part documentary series that explores and celebrates the global phenomenon of comic books and comic book culture. This series **airs exclusively on IFC Fridays at 8 p.m. ET beginning June 6.**

Sometimes irreverent, often stimulating and always highly stylized, ***INK: Alter Egos Exposed*** challenges viewers to learn more about themselves through the fictional heroes they love to read about and have come to worship. Speaking to some of the most influential comic book creators such as comic legends Stan Lee, Jack Kirby, and Joe Kubert, writers, experts and illustrators in the industry today, ***INK: Alter Egos Exposed*** takes a mature look at the medium through themes such as, Heroes, Social Relevance, Politics, and Villains.

No stranger to heroes and villains, Hugh Dillon hosts this thought-provoking new series, exposing viewers to the intricate world of comic books and the masterminds behind them. "I grew up on comic books and rock 'n roll and they both had a major impact on my life. When the chance came up to get involved in a documentary project about the artists and writers who have created some of the most important [comic book] characters in history, it was easy to say yes."

"From the movies to some of the biggest fashion trends comic book heroes have found a predominate place in pop culture. ***INK: Alter Egos Exposed*** not only presents an in-depth look at the whole comic book industry but takes viewers below the surface into the underlying issues and themes that pop up on the pages." Says Michael Kot, VP of Factual Content, Canwest Broadcasting. "Whether it is examining how the early years of comic books were censored, investigating what it means when a Super hero's uniform is based on his country's flag or how comic books help with the problem of global warming, ***INK: Alter Egos Exposed*** covers all the bases of the often fantasised world of comics. We couldn't be more thrilled to introduce IFC viewers to this Canadian series."

Each half hour episode focuses on a different topic or theme, the first episode in the series examines what our superheroes symbolize today and how they have evolved over the years. The Superman of today is by no means the same Superman who was first created in 1932 by Jerry Siegel and Canadian born artist Joe Shuster. Other topics the series will examine are Gender and Relationships, Evolution of Comics, Death and Resurrection, Creators, Genres and Alternative Press.

***INK: Alter Egos Exposed* Episodes Include:**

- **Episode One – Heroes – Friday June 6 at 8 p.m. ET**  
The Superman of today is by no means the same Superman who was first created back in the 1930's, and the same can be said about Batman, Wonder Woman, and Spiderman. So what do our heroes symbolize today and how have they changed over time?
- **Episode Two – Death and Resurrection – Friday June 13 at 8 p.m. ET**  
Death is inevitable even for the costumed heroes gracing the pages of comic books. From Doomsday, the earth shattering force of nature that ended the life of Superman, to the tragic 'collateral damage' death of Gwen Stacy, Peter Parker's first girlfriend, Super heroes face death everyday in many forms, some times in ways you would never have imagined.

***INK: Alter Egos Exposed*** is a new IFC original documentary series produced by Summerhill Entertainment Inc.

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**For interview opportunities and any additional media inquiries, please contact:**

Michelle Lemmon  
Publicity Coordinator  
Dramatic Channels  
416-934-6933

[mlemmon@canwest.com](mailto:mlemmon@canwest.com)

Amy Waters  
Senior Publicist  
Dramatic Channels  
416-934-7079

[awaters@canwest.com](mailto:awaters@canwest.com)

**About Canwest Broadcasting:**

Canwest Broadcasting operates two conventional television networks, Global Television and E!, and twenty-one of the country's most popular specialty channels, including HGTV, Mystery TV, National Geographic Channel, Showcase, Slice™ and TVtropolis. Canwest Broadcasting is a division of Canwest Media Inc.