



## SEASON 2 OF TRAVEL AND LIFESTYLE SERIES 'FLY BROTHER WITH ERNEST WHITE II' TO LAUNCH NATIONALLY ON CREATE TV MAY 31

*Season Two of the award-winning Public Television travel show, which has aired on PBS stations around the country since February, will receive broad national coverage through Create TV, the channel dedicated exclusively to the best of PBS's howto lifestyle programming*

**(New York, NY - May 2, 2022)** Acclaimed travel and lifestyle series [FLY BROTHER with Ernest White II](#) (FLY BROTHER) will see expanded national television coverage starting May 31, 2022, after being picked up by Create TV. Now in its second season, the show remains the only travel series executive produced by and starring an African American man on national broadcast television. The show differentiates itself with its focus on cultural exchange, friendship and transformational travel.

After a successful first season, shot internationally in 2019 and debuting in 2020, FLY BROTHER returned to production for Season 2 in the midst of the pandemic, refocused on domestic destinations. Season 2 also took a more societal approach, increasing its profiles on BIPOC and LGBTQ+ communities, historically underrepresented in tourism narratives.

“Approaching this season was vastly different from the first -- both in terms of what travel means to our society and in terms of free movement,” said Ernest White II, the show’s eponymous host and executive producer. “For a season focused on the U.S., I wanted to lean more into my reality as a traveler who is both Black and gay, and the awareness and interest this identity engenders to tell lesser-known community stories.”

The season features a notably diverse range of destinations, showcasing the depth of geographic and cultural diversity of the U.S and its territories. States and territories include: Alaska, Hawaii, Kansas and Puerto Rico; cities/regions include: Adirondacks, N.Y.; Detroit, Mich.; Natchez, Miss.; Nashville, Tenn.; Newark, N.J.; and San Francisco, Calif.

For Mr. White – a seasoned travel expert, journalist and professor – FLY BROTHER is one of many avenues for which he is able to showcase his deep commitment to equitable travel. He is one of just seven changemakers named to *Condé Nast Traveler’s* Board of Advisors. He is also a board member of Impact Travel Alliance, the world's largest community for socially and environmentally conscious travelers, and an advisor for Travel Unity, which promotes diversity and inclusion in the travel industry.

*FLY BROTHER with Ernest White II* is produced by Presidio Pictures and presented by Northern California Public Media. For more information or to interview Ernest please reach out to [sierra@flybrother.net](mailto:sierra@flybrother.net). Photos available upon request.

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***FLY BROTHER with Ernest White II*** is a travel and lifestyle series about friendship and connection around the world, currently airing on PBS stations and on Create TV nationwide, and streaming worldwide at PBS.org and Revry. The premiere season won the 52nd Annual Public Media Award for Independent Production, the 42nd Annual Silver People's Telly Award, and the inaugural Gold Anthem Award for Partnership or Collaboration in Education, Art, and Culture.

**Ernest White II** is a master storyteller who has circumnavigated the globe six times. A Florida native, Ernest's obsessions include Thai curry, Brazilian samba, and Rita Hayworth. He is the founder and CEO of Presidio Pictures, as well as producer and host of award-winning television travel docu-series *FLY BROTHER with Ernest White II*.

#### **Additional Quotes:**

"Discover Puerto Rico is honored to be a part of *FLY BROTHER with Ernest White II* for its second season, to provide the show's audience with an authentic island experience. Puerto Rico is unique in that it offers the appeal of an exotic destination – a cultural mix of African, Taino and Spanish heritages -- while providing all the benefits of a U.S. territory including no passport for U.S. citizens. Puerto Rico's naturally diverse and welcoming community is at the core of experiences on the island, which Ernest will spotlight, complimented by rich history, world-renowned cuisine, unparalleled nature offerings, a booming coffee culture, and so much more." said **Brad Dean, CEO of Discover Puerto Rico**.

"We are incredibly honored that this award-winning nationally broadcast Public Television program has selected Newark to be spotlighted as one of its destinations for its second season, said **Ricardo Salazar, President and CEO of the Greater Newark Convention and Visitors Bureau (GNCVB)**. "What television viewers of *FLY BROTHER with Ernest White II* will discover is that Newark is a rich tapestry of minority-owned and multicultural businesses and restaurants, offering an array of unique products, international cuisine, and world-renowned festivals that celebrate the food, music, culture, art, and history found throughout the city."

"Alaska is well known for our glaciers and wildlife, and especially now, our wide-open spaces. But Alaska's rich cultures are inherently tied to those landscapes. Ernest is coming to connect with and tell a story about the people of Alaska, and we couldn't be more excited to see what friendships he makes and common bonds he discovers," said **Jillian Simpson, Vice President of the Alaska Travel Industry Association**.

"We are thrilled to partner with *FLY BROTHER with Ernest White II* for a Kansas episode. The Kansas experience is diverse, from the unique landscapes and attractions, to the influential

history and vibrant nightlife. Ernest's passion for authentic travel will help bring Kansas to light as a top choice for an awe-inspiring vacation destination," said **Colby Sharples-Terry, PR & Communications Manager, Kansas Tourism Division.**