



P.O. Box 1989
Fort Lee, NJ 07024 USA
ph: 201.242.9460
fx: 201.363.9241
ws: www.shalomtv.com

FOR IMMEDIATE RELEASE
September 6, 2011

ISRAELI MUSICAL ARTISTS SHOWCASED ON SHALOM TV

"Muzika" to feature Noa, Idan Raichel, Subliminal, Izhar Ashdot, and many more.

September 6, 2011 (Fort Lee, NJ) -- This week, Shalom TV unveils its exclusive new musical program, "Muzika," a series of wonderful profiles of 52 of the most talented artists on the Israeli scene today.



Directed by award-winning documentary filmmaker Igal Hecht, "Muzika" weaves intimate interviews with live on-stage performances of such Israeli stars as international sensation Idan Raichel, rock legend Izhar Ashdot, Israel's biggest hip-hop artist Subliminal, and Israel's most popular band, Hadag Nahash.



"There has never before been a television series that spotlights Israeli musicians for an American audience," says Mark S. Golub, president of Shalom TV. "Anyone who loves music and appreciates the contribution great artists make to life in general will love watching 'Muzika.' It also provides a window into Israeli life that most Americans never have a chance to see."

Muzika premieres with a profile of Israel's leading international concert and recording artist Noa (Achinoam Nini). The series is available on virtually every cable system in America as part of Shalom TV's free Video On Demand network.

"Muzika" is produced for Shalom TV by Igal Hecht's Chutzpa Productions, Inc., and by Israeli filmmaker Lior Cohen.

Shalom TV is available as free Video On Demand on Comcast, Time Warner, Cablevision, Verizon FiOS, Antietam, Cox Communications, RCN, Bright House, Armstrong, Service Electric Cablevision, Service Electric Cable TV, Buckeye CableSystem, MetroCast, Blue Ridge Communications, Frontier, WOW!, Click!, GCI, and Rogers Cable (Canada).

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