



# Aol.

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## **AOL Inks Deal with Project Enye (ñ) to Deliver American Latino Video Content to U.S. Viewers**

*Partnership is part of AOL's efforts to boost its library of ethnically-diverse programming on AOL.com*

**DENVER, CO** – Nov. 10, 2015 – AOL has forged a syndicated video content partnership with [Project Enye \(ñ\)](#), a multi-platform documentary project about first-generation American born Latinos (also known as Enyes). As a content partner, Project Enye (ñ) offers AOL premiere access to real-life, original micro-documentaries of Enyes sharing their experiences growing up bi-cultural in America. Project Enye (ñ) Season I, which is currently available on AOL.com, features 15 videos of Enyes from all walks of life — including actors like Luis Guzman and Johnny Ortiz, legendary musicians like the father of salsa Sal Cuevas, Olympic gold medalist Henry Cejudo, ESPN executive Hugo Balta and college graduate Bianca Dominguez. Project Enye (ñ) is currently in production on their second season, which will be available on the AOL.com platform in January 2016.

As one of the largest media technology brands online, AOL is diligently working to diversify its content and give America's largest minority group access to compelling and relatable content *created by and for* American Latinos. The company plans to better serve this group by forging partnerships with companies like Project Enye (ñ) that are leveraging the power of video to connect, unite and inspire American Latinos.

According to the latest Nielsen [U.S. Digital Consumer Report](#), Hispanics are ahead of the digital curve, adopting smartphones at a higher rate than any other demographic group and watching more hours of videos online and on their mobile phones than the average American. The study cites that Hispanics spend 8 hours 21 minutes watching videos online while the General U.S. Population spends 6 hours 41 minutes. On the go, Hispanics spend 6 hours 22 minutes watching videos on a mobile phone while the general population spends 5 hours 48 minutes.

### **Project Enye (ñ) on AOL.com**

AOL consumers can visit [www.aol.com](http://www.aol.com) and channel pages like AOL Lifestyle to view Project Enye's (ñ) original Season I content. While the micro-documentaries vary in detail, each 3-5 minute story highlights 'shared Enye experiences' that resonate with first-generation American born Latinos regardless of their parent's country of origin or U.S. birthplace. Interview subjects discuss topics like language, food, tradition, music and family.

"Project Enye's (ñ) content is uplifting and it is content that we believe our users will enjoy," said Megan Barreto, Programming Director at AOL. "It takes stories about everyday people, celebrities, politicians and more and gives our audience an inside look at Enyes around the country."

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In 2012, serial entrepreneur and public speaker Denise Soler Cox and Oscar nominated and Emmy Award-winning documentarian Henry Ansbacher partnered to launch Project Enye (ñ). The project, which has reinvented the documentary filmmaking process has manifested into a multi-faceted program that today includes micro-documentaries, podcasts, in-person socials, speaking tours and public awareness campaigns like #WhereInTheWorldIsTheÑ. In 2016, the filmmakers will screen the documentary short at film festivals and special events nationwide and will unveil a national collegiate tour. To learn more about Project Enye (ñ), subscribe to their multi-media content or pledge a donation to support the initiative, please visit [www.projectenye.com](http://www.projectenye.com) or send an email to [info@projectenye.com](mailto:info@projectenye.com).

#### **About Project Enye (ñ)**

Project Enye (ñ) is a new media, multi-platform documentary project about first-generation American born Latinos that uses cultural and familial stories to build community among this large and growing population. Each week, the filmmakers pre-release documentary segments to their audience via multiple formats, including 3-5 minute video micro-docs, podcasts, blogs, social media and live community presentations. Each micro-doc showcases intimate, unscripted Enye (ñ) stories and commentary that touch on topics ranging from identity and language to family and assimilation. Although story details vary, each segment reveals commonalities about the shared Enye (ñ) experience in America that collectively defines this generation one story at a time.

#### **About AOL**

AOL is a media technology company with a mission to simplify the internet for consumers and creators by unleashing the world's best builders of culture and code. As one of the largest online properties with approximately 500 million monthly global consumers of its premium brands and combined Microsoft inventory, AOL is at the center of disruption of how content is being produced, distributed, consumed and monetized by connecting publishers with advertisers on its global, programmatic content and advertising platforms. AOL's opportunity lies in shaping the future of the digitally connected world for decades to come. AOL is a subsidiary of Verizon.

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