***In Money We Trust?***

**NEWS RELEASE TEMPLATE**

[Date]

**For immediate release**

**Contact:**

[ name | email address | phone number ]

***In Money We Trust?* to air on [insert station] in [insert month]**

***New documentary is based on bestseller by Steve Forbes and Elizabeth Ames***

**[STATION DATELINE] –** *In Money We Trust? –* a new film that answers the question “What is money?” in an entirely new way, will air on **[insert station name]** on **[insert date and time].** The one-hour documentary is based on the book “[Money: How the Destruction of the Dollar Threatens the Global Economy – and What We Can do About It,](https://www.forbes.com/books/money-by-steve-forbes/)” coauthored by Steve Forbes and Elizabeth Ames.

In a narrative that begins in ancient times and takes viewers to the present day, *In Money We Trust?* explains how the invention of money 2,500 years ago provided a shared measure of value that facilitated trade and cooperation among strangers. Sound, trustworthy money has fueled human achievement – from the emergence of philosophy to the high-tech revolution. The film also explores the destructive consequences that ensue when inflation or other forms of instability cause money not to be trusted. In the most extreme instances, such as in Weimar Germany or present-day Venezuela, the economy – and social order – collapse.

On the heels of the 10th anniversary of the 2008 financial crisis, this timely documentary shows how the loss of trust in money during modern times has given rise to cryptocurrencies, greater income inequality, and social turmoil. The film asks more than 20 distinguished experts questions including “Should we make reforms or stay with the current monetary system?” and “Where do we go from here?” Among those interviewed are Alan Greenspan and Paul Volcker, former Federal Reserve chairmen; Steve Forbes, chairman and editor-in-chief, Forbes Media; and Adam Fergusson, author of “When Money Dies,” the definitive history of the Weimar Republic’s hyperinflation.

“*In Money We Trust?* is a rare exploration of how money functions in the economy and why its stability is essential not only to prosperity but also to social trust,” said Steve Forbes.

Additional information about the film, including a trailer, web extras, a companion reading list, and glossary of terms is available at [*InMoneyWeTrust.org*](https://inmoneywetrust.org/).

The program is being distributed nationally by the [National Educational Telecommunications Association](http://www.netaonline.org/) (NETA). It is a co-production of [Maryland Public Television](http://www.mpt.org), [Our Town Films](http://www.ourtownfilms.com/), and [BOLDE Communications](http://boldepr.com).

The film is made possible in part by Mutual of America, BNSF Railway Company, The Washington Examiner, and the Foundation for Individual Liberty through Joan Carter and John Aglialoro. Additional support comes from Jeff Yass, Joe Ricketts, Baron Capital Foundation, Sean Fieler, Hillwood Development Company, and United Refining Company through John Catsimatidis, CEO.

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**About MPT**

Maryland Public Television (MPT), launched in 1969 and headquartered in Owings Mills, MD, is a nonprofit, state-licensed public television network and member of the Public Broadcasting Service (PBS). MPT’s six transmitters cover Maryland plus portions of contiguous states and the District of Columbia. A frequent winner of regional Emmy® Awards, MPT also produces national television series and films, including *MotorWeek, My Greek Table with Diane Kochilas, Steven Raichlen’s Project Fire,* and *TO DINE FOR with Kate Sullivan.* In addition, MPT is known for producing the series *Wall $treet Week with Louis Rukeyser,* which ran nationally on public television for more than 30 years. For more information visit [*mpt.org.*](http://www.mpt.org/home/)

**About Our Town Films**

As producer/director and president of Our Town Films, Paul Sanderson has enjoyed considerable success in creating television documentaries and educational programs. Since founding Our Town Films in 1992, Mr. Sanderson has won more than 30 national awards, including nine CINE Golden Eagles. The Library of Congress in Washington, D.C. has honored Mr. Sanderson by placing one of his films in its permanent collection. His programs have appeared on NBC, PBS, The Discovery Channel, A&E Network, The History Channel and CNBC. His films have premiered at Radio City Music Hall, Lincoln Center, the Metropolitan Museum of Art, the Museum of Modern Art, the American Museum of Natural History, and the Smithsonian.

**About BOLDE Communications**

BOLDE Communications is a New York-based media consulting firm whose clients have included Forbes, MarketWatch, Dow Jones, Scientific American Magazine, Fast Company, Inc., Chief Executive Group, NERA Economic Consulting, The Haymarket Group, The Conference Board and others. Founder Elizabeth Ames is co-author of four books with Steve Forbes including “Money: How the Destruction of the Dollar Threatens the Global Economy – and What We Can do About It.”