

Meet Ricardo Laguna

Tr3s presents the bilingual/bicultural life of Mexican-American BMX pro & Las Vegas' 'most eligible bachelor' on "The Ricardo Laguna Project" Wilmer Valderrama & RelativityREAL Executive Produce new docu-series

MIAMI, March 5, 2012 /PRNewswire/ -- Tr3s: MTV, Musica y Mas, the bilingual/bicultural entertainment destination for Latinos in the US, announces the premiere of the new docu-series *The Ricardo Laguna Project* under Executive Producers Wilmer Valderrama and RelativityREAL. The new series takes a look inside the outrageously amusing life of bilingual/bicultural BMX star Ricardo Laguna as he attempts to break 3 world records and start his own family business -- all while balancing his close knit Latin family and the enticing social scene in Las Vegas. Tr3s will produce eight 30-minute episodes of *The Ricardo Laguna Project*, which premieres every Wednesday at 9pm (ET), starting March 14th, 2012.

"Ricardo Laguna is a relatable young guy who's experiencing the same bicultural realities of our audience — striving to stand out, embracing his Hispanic and American ethnicity, conquering new opportunities and keeping his family unit strong," said Charlie Singer, SVP of Creative & Content for Tr3s. *"He is unbelievably passionate about life and will be an incredible role model for our audience."*

"I have a passion for riding and being a part of the community -- whether I'm helping kids or building huge dirt jumps at events - and of course I have a lot of fun along the way as it is Vegas, but I'm trying to do it all while building my brand AND in a way that makes my parents proud," said BMX champ Ricardo Laguna. *"There aren't really any Hispanic riders in BMX that give back so I'm hoping I can be a role model to some of the kids out there. All in a day's work and I can't wait for the world to see it!"*

"When I met Ricardo, I immediately discovered a disarming, charming and inspiring young man with a vision larger than even his whole family expected. I related to him on so many levels. Ricardo and his family remind me and all of us the reason why we move away from our countries and come to America to embark in the search of the American dream," commented Valderrama.

Moving from La Paz, Mexico to the states at the age of 13 was a struggle but looking back Ricardo merits his *familia* for his extraordinary bilingual/bicultural experience. Even after turning pro at 21, Ricardo chose to continue living with his parents. Now at 29, he's left the nest but didn't stray too far from home or dinner time with family. Ricardo has been riding for more than a decade and holds multiple titles including the *Best Latin-American Dirt Jumper* in 2004. Since then, the BMX renaissance man has joined the X Games, competed nationwide and mentored youth across the country — all while keeping a steady (and responsible) presence in the Las Vegas social scene.

The Ricardo Laguna Project is produced by RelativityREAL and Myra Santiago, Director of Production for Tr3s: MTV, Musica y Mas. Wilmer Valderrama and RelativityREAL's Tom Forman, Brad Bishop and David Brown serve as Executive Producers.

About Tr3s: MTV, Musica y Mas

Tr3s: MTV, Musica y Mas, owned and operated by Viacom International Media Networks - The Americas, a unit of Viacom Inc. (NYSE: VIA, VIA.B), reaches 6.1 million Hispanic TV households (45% of US Hispanic Total TV HH) and 33 million total TV households. The network's programming embraces the trilogy of cultures that represents Latino life — Latin American plus American equals US Latino - through original productions, key acquisitions, and content from MTV Networks' portfolio of entertainment brands. Tr3s embraces the key lifestyle aspects of Latino identity -- *milestones, making it* and *music* -- as well as social responsibility through its initiative "Agentes de Cambio", which tackles issues that affect Latinos today. The network also taps into the growing number of Latinos that are digitally connected through www.tr3s.com.

About RelativityREAL

Under the leadership of award-winning producer Tom Forman, RelativityREAL has created and produced dozens of series and pilots for network and cable television. Though it was formed less than 3 years ago, the division has 67 projects in production, including 17 original series that are currently airing or will air in the upcoming television season including *Police Women* for TLC, *Coming Home* for Lifetime, and *The Great Food Truck Race* for Food Network.

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