



**"1 OF 3 WEB SERIES TO WATCH"**  
- NEW YORKER MAGAZINE

**"A WILDLY SUCCESSFUL SERIES."**  
- CBS MORNING SHOW

**"LATINO SHOW FOR A NEW GENERATION"**  
- NEW YORK TIMES

# East WillyB

AN ORIGINAL WEB SERIES

CREATED BY: YAMIN SEGAL & JULIA AHUMADA GROB

## EAST WILLYB IN BRIEF:

- **NEW. SEASON 1 LAUNCHED MARCH 20, 2013**
- **REACH. 4.6 MILLION ORGANIC IMPRESSIONS ACROSS SOCIAL MEDIA CHANNELS**
- **MEDIA. COVERED BY OVER 50 DOMESTIC MEDIA OUTLETS (TV, PRINT AND ONLINE MEDIA)**
- **COMMUNITY. 1ST COMMUNITY-FUNDED LATINO SERIES (\$50K RAISED IN 50 DAYS ON KICKSTARTER)**
- **AUDIENCE. NEW GENERATION LATINOS RESIDING IN MAJOR US CITIES. SUBSCRIBER BASE IS BOTH DOMESTIC & INTERNATIONAL, AND GROWING DAILY.**

"East WillyB is a well done and intelligent series... [which] allows for those of us who are Latinos or of Latino heritage to have a voice. It's important that this voice come from us."

- Ruben Blades

"As the future of English-language Latino programming, East WillyB impresses me not only by the quality of the series, but by its creators' mission to push past the boundaries of traditional media."

- Jeff Valdez (SiTV founder, Serial Entrepreneur & President, Max360 Entertainment)

"The breakthrough series was enlightening, hilarious, and more importantly, right on time."

- MTV Tr3s

"East WillyB's refreshing mix of emerging Latino actors and producers...fill a void."

- Fox News Latino

"A manifesto against Latino cliches."

- Guanabee.com



# EAST WILLYB: AN ORIGINAL SERIES

[www.eastwillyb.com](http://www.eastwillyb.com)

“East WillyB is an inspiring example that independent television can be made by creative people with their own voice.”

- Greg Daniels, Developer of “The Office” and Co-Creator of Parks & Recreation

## FEATURING

Some of the freshest faces in film and television, East WillyB’s cast includes: Flaco Navaja (*Fighting*, *Gun Hill Road*), Rick Gonzalez (*War of The Worlds*, *Coach Carter*), Danny Hoch (*Black Hawk Down*, *American Splendor*), Shirley Rumierk (*Gun Hill Road*, *Game Change*), Julia Ahumada Grob (*Fugly!*, *Creator of East WillyB*), Joell Ortiz (*rapper in Eminem’s Slaughterhouse*), Raul Castillo (*Nurse Jackie*, *IFC’s Cold Weather*), Dominic Colon (*We Own the Night*, *On the Outs*), Craig “Mums” Grant (*HBO’s Oz*), Jaime Tirelli (*Girl Fight*), Al Thompson (*A Walk to Remember*, *Royal Tannenbaums*), along with many of NYC’s top Latino actors.

## ABOUT THE SERIES

Hip, funny, creative, and fresh, East WillyB was built for the New Generation Latino and has appeal to the multicultural consumer. Featuring a cast that reflects the diversity of New York, East WillyB explores the humor and tensions when cultures collide. Complete with its share of drama and comedy, it provides a captivating glimpse into the life of the urban American Latino community, and caters to audiences looking for high quality, on-demand content.

The series is positioned for distribution and packaging across multiple screens.

## SYNOPSIS

Rent’s going up, hipsters moving in, but where there’s a Willie, there’s a way.

For years “Willie Jr.’s Sports Bar” has been the hot spot on Broadway where you could grab a drink, catch the latest gossip, and bitch about the Mets. But now Willie Jr. is struggling to keep his bar afloat. As if things couldn’t get worse, Willie Jr. is still hung up on his ex-fiance, who has taken up with his childhood nemesis and fiercest competitor. With the help of a cast of characters from the neighborhood, Willie Jr. designs a plan to win back his girl and restore Willie Jr.’s Sports Bar to its former glory.

Shot on location in Bushwick & Williamsburg, Brooklyn, East WillyB takes place along the historic Bushwick and Knickerbocker Aves. It is a story about the many faces that make up the Latino community of Brooklyn, and the ways in which their lives interconnect to create the telenovela addicts, tamale slingers, salsa fiends, piragua purveyors, bomba players, plastic couch owners, & bodega CEOs that make up the vibrant community of Bushwick.

