

At the start of the 20th century, a new city was beginning to grow on some flat land near the sea in southern California; its name was *Los Angeles* - the name of the old Spanish mission that had been there for many years.

At the same time, a new industry was just being born; the cinema. In America, they talked of "motion pictures", but this soon became shortened to "movies".

America's movie industry began life in New York; but by 1910, movie-makers were moving to Los Angeles. In New York, everything was too expensive; workers, land, taxes. Worse than that, it was difficult to make movies in winter, because it was too cold.

By contrast, the Los Angeles region was full of advantages. In California, they could make films all through the year; and everything was cheaper. In particular, there was lots of land for sale.

The movie-makers found what they needed a few miles outside Los Angeles; and before long, large new studios were being built in an area called Hollywood, at the foot of some small dry hills.

Movies quickly became very popular, particularly after "talkies" first appeared in 1925. Nevertheless, movies were expensive to make, and film companies needed money - lots of it. For this reason, Hollywood rapidly became dominated by a small number of big companies such as *MGM*, *20th Century Fox*, *Warner Bros.* and *Paramount*.

Dust and hair fly in the wind while the air shakes with the sound of millions of hooves pounding the ground. Moving together in a giant herd and running over anything in their way are wildebeests. The Great Serengeti Migration, one of the largest animal migrations on the planet, is starting in Africa. This time, a film crew from the National Geographic Channel (NGC) series *Born to Run* is there to capture every exciting moment. Every year from July through October, more than two million animals migrate from the Serengeti National Park in Tanzania to the Maasai Mara National Reserve in Kenya in search of food.

Wildebeest: *Born to Run* shows what it is like to be part of the herd running for dear life among millions of wildebeests, zebras, antelopes, and gazelles. The show follows a young wildebeest named Neo as he goes on his first migration. Running through rivers and over dusty plains, he fights to stay alive as predators watch and wait for those that fall behind the herd. Don't miss out on the excitement and drama of this migration, and the story of Neo's struggles to survive in the dangerous African wilderness on NGC's wildebeest: *Born to Run*.

What is the best-known symbol of London? Big Ben? The statue of Eros in Picadilly Circus? Or could it be something much more ordinary than that? Could it be the big red London double-decker bus?

It certainly could. Big red buses are recognised - and even found - all over the world, and people recognise them as symbols of London. Visitors climb into London buses to go and see the Niagara Falls. London buses can be seen driving round Europe to advertise big department stores, or British events . They don't need to have the words "London Transport" on the side of them. People recognise them at once!

It was over 100 years ago, on October 25th 1911, that the London General Omnibus Company ran their last horse-drawn omnibus through the streets of the capital. Since then the big red motor bus has been London's "king of the road".

Today, every day, thousands of Londoners use the big red buses to move - often slowly - around town. Lots of tourists know that a one-day London bus pass, valid on all regular bus routes, offers a wonderful way to see Britain's capital city.

The idea of the "double decker" is actually much older than the motor bus. It is a continuation of the system that was used for public transport in the age of horse-drawnvehicles, when some of the passengers sat inside, and the rest travelled on the roof. Too bad if it was raining!

Starbucks started in Seattle, Washington in 1971. It was originally started as a coffee supplier that roasted beans for other shops, and they only made coffee to serve as free samples. It took some time to get off the ground and didn't really start making money until the 1980s. Then in 1987, the first Starbucks coffee shops opened that sold drinks rather than just beans, and the business took off. There are now nearly 24,000 Starbucks coffee shops worldwide.

Starbucks' success really came down to branding. For years, people drank coffee for the extra energy, not the taste. Coffee was cheap, came in a can, and was usually not very good. Starbucks changed things by focusing on taste, quality, and customer service. People were happy to pay extra because the coffee was both tasty and trendy.

Now, coffee has become an even more important part of many people's daily lives. People spend large amounts of money on flavored coffees and coffee drinks. Others spend hours in cafés talking to friends, working on laptops, or just relaxing. In turn, business in the whole coffee industry has improved, creating what some people call the Starbucks Effect.

If you pay attention to American politics or popular culture, there's one name that keeps popping up – Donald Trump. He first made his name in business, and later, he went on to take over the world of reality television. Today, he stands as the leader of one of the most powerful nations on Earth.

Donald Trump was born the fourth of five children on June 14, 1946, in Queens, New York. His father was a successful real estate developer and no doubt taught Trump a thing or two about the business world as he grew up. To further his business education, he attended the Wharton School of the University of Pennsylvania so he could follow in his father's footsteps.

In 1971, he was given control of his father's company, which he renamed the Trump Organization, and moved to Manhattan. By 1982, Trump had his crown jewel – Trump Tower. The multimillion-dollar, 58-story building on Manhattan's 5th Avenue made Donald Trump a household name. Throughout the 80s and 90s, Trump continued expanding his real estate empire. By his own account, he was a billionaire by the time 1990 rolled around. Whether this claim was true or not, it kept him in the media spotlight.

Every year, tourists from all over the world flock to Southeast Asia for the sun, beaches, and of course the elephants. For many people, the idea of riding an elephant is a dream come true. However, most people don't realize the level of pain that a wild elephant must go through to give rides. Elephants must first be caught in the wild. Then, through cruel beatings and punishment, trainers are able to get them to carry people. Carrying people for hours every day is hard on the elephants. This year in Cambodia, for example, one elephant died of a heart attack during a ride because of exhaustion and hot weather.

Events much like this led to the creation of World Animal Day, which takes place on October 4. The holiday was started by animal rights groups in the 1930s to protect animals around the world from disappearing. Over the years, their mission has expanded to promote the well-being and gentle treatment of all animals from the farm to the jungle. This October, be sure to show your support for this great event.

It's hot and sticky in the summer in Memphis, Tennessee. The sea is hundreds of miles away from this city on the Mississippi river, yet that doesn't stop the tourists from coming. Some come just once, others make the trip regularly. These are the real fans, those for whom rock 'n' roll has only one voice, that of "the King" himself: Elvis Presley.

Memphis is the city where Elvis lived for most of his professional life; and though he died in 1977, Memphis has not forgotten him. On the contrary, America's most famous rocker (the only one to have had his picture on a set of U.S. postage stamps!) has become the city's most famous son — and seems to get more and more important as the years go by.

Beside Highway 51, just south of the city is Graceland; this is the house which Elvis bought after he became a star, and which he kept till the day he died. Today it belongs to his daughter Lisa Marie, but is *run* as an Elvis Presley museum: it is the second most visited house in the U.S.A., after the White House.

The people who work at Graceland seem to be some of Elvis's biggest fans. They live and breathe Elvis! In the café, there is day-long Elvis on the music system; and as visitors are taken round Graceland, their guides talk about Elvis as if he were more than the King — more like the God of rock 'n' roll.

Every year, thousands of young people in Britain leave home in search of a better or more exciting life; many of them go to London, attracted by the bright lights, the night life, the youth scene and the hope of finding work.

16-year olds who leave school with few or no qualifications find it very hard to get jobs; indeed, in some British cities, particularly in the North, finding work is almost impossible for unqualified people, especially young people. London, however, has less unemployment and more jobs; and though no one imagines that the streets of the capital are "paved with gold" (as in the legend), many teenagers make their way to the capital, hoping to set up a new home of their own.

Though there are indeed more jobs in London than in most other cities, they are not always good jobs, and the dream of leaving home and finding a job often turns out to be just that; a dream.

Many return home; some become homeless.

Homelessness is not a new problem, and there are many associations that help homeless people to find somewhere to live. And although, overall, less people keep coming to London in search of a new life, the number of young people doing so has gone up sharply; their reasons for coming have changed too.

London's biggest homeless charity, *Centrepoint*, reported that causes of homelessness among teenagers have changed; instead of leaving home because of "pull factors" (the attraction of London, the hope of a job) more and more young people now leave home because of "push factors", victims of broken homes, poverty or physical aggression.

Have you ever heard someone swear that the city's sewers are full of alligators? How about the one about the woman who found a rat in her fast-food sandwich? These stories always seem to come from a friend who heard it from a friend. They are urban legends- amazing stories that are thought to be true but are fake.

Urban legends are basically made-up stories. No one seems to know how, or where, or why they start. One person tells another who tells yet another, and so on. Before long, so many people are telling the story that it takes on a life of its own. The belief is that if enough people are saying something happened, there must be some truth to it.

Today, it is pretty easy to prove that an urban legend is false. There are websites, such as snopes.com, that go about investigating the truth behind these tales. That doesn't mean urban legends are finished, though. In fact, thanks to the Internet, it's easier than ever for urban legends to travel far and wild.

Until a short time ago, Italians mostly ate Italian food, but in the past decade more and more immigrants have been coming into the country and with them their food. Now Italians are fighting back.

The Tuscan town of Lucca does not want any kebab shops and Chinese restaurants in their historic city any more. Lucca, about 60 km from Florence, has declared that it wants to preserve its food tradition. Therefore, no more foreign food shops are allowed.

A debate is going on between town leaders and the population. Is it possible to forbid other cultures in our era of globalization? Italy's agriculture minister supports the ban. He says that it is important to preserve Italian culture and tradition.

Others are ashamed of what has happened. Critics of the new law say that a lot of typically Italian food does not originate in Italy but comes from other regions: tomatoes from South America or pasta from China.

The issue is also influenced by the politicians of the region. In northern Italy the right wing Northern League is very strong. It is against foreigners and foreign culture in Italy.

Italians are also afraid that products from other countries are being sold as Italian. Cheap restaurants buy low quality olive oil from Greece or Turkey. Truffles that are imported from China are often passed on as Italian truffles from the northern part of the country.

On the other side the agriculture minister has told his fellow citizens that they should not eat their loved pineapples, but instead turn to panetone, a type of sponge cake.