



Surprisingly Human

FOR IMMEDIATE RELEASE
October 1, 2013

CONTACT: Matthew Windsor, 240-662-6781
Matthew_Windsor@discovery.com

ANIMAL PLANET'S R.O.A.R. MATCHING CAMPAIGN RETURNS
WITH "30 DAYS TO R.O.A.R."

-- Total R.O.A.R. Donations to Surpass \$1 Million During Campaign --

(Silver Spring, MD) — Beginning **Monday, October 14**, Animal Planet's non-profit initiative (NPO), R.O.A.R. (Reach Out. Act. Respond.) launches the third annual matching campaign to raise funds for seven participating R.O.A.R. partners. This year's focus on "**30 Days to R.O.A.R.**" again provides partners with the opportunity to receive dollar-for-dollar matching contributions on consumer donations up to \$100,000. The funds come from the sale of Animal Planet products, which are available at retailers nationwide.

During this year's campaign, R.O.A.R. will surpass the \$1-million mark in total donations, including matching funds, consumer donations and proceeds from the sale of Animal Planet consumer products. Once again, the seven returning NPOs are competing for bonuses in addition to the dollar-for-dollar match. This year, American Humane Association, Earthwatch Institute, Equus Foundation, The Jane Goodall Institute, National Wildlife Federation, Petfinder.com Foundation and Villalobos Rescue Center have the opportunity to receive \$5,000 in bonuses in the following categories: **Top Fundraiser** (awarded bi-weekly), **Most Number of Donors** (awarded bi-weekly), **Most Traffic to Cause Page** (awarded bi-weekly), **Loudest R.O.A.R.** (one judges' award) and **Most-Active Pre-Launch Promotion** (one judges' award).

"Animal Planet is proud to continue the matching campaign, which provides our R.O.A.R. partners with funds that are necessary in helping them achieve their goals," says Victoria Lowell, senior vice president of Animal Planet marketing and operations. "And, with R.O.A.R. donations set to surpass \$1 million during the campaign, Animal Planet is excited by the contributions of its partners during the **30 Days to R.O.A.R.**"

Hosted by GlobalGiving, an NPO that connects donors with grassroots projects around the world, the matching campaign runs for 30 days and encourages consumers to visit www.globalgiving.org/ROAR to donate to the overall R.O.A.R. cause or directly to the partner charity of their choice.

The matching funds are generated by Animal Planet's consumer products program, which includes pet products and lifestyle products from apparel to toys and home décor. Animal Planet licensees

-more-

contribute a portion of their sales to R.O.A.R. with the intention of giving something back to the animals, which the network celebrates daily. To see some of the Animal Planet R.O.A.R. products, consumers can visit <http://animal.discovery.com/in-stores-now/> and look for the R.O.A.R. notation. Animal Planet products are also available at Wag.com and retailers including Macy's, Kohl's and Bed Bath & Beyond. Animal Planet will promote the campaign on-air and online by engaging consumers and encouraging them to join in supporting their favorite cause. To read more about the initiative, consumers can visit www.animalplanet.com/roar.

About Animal Planet Media

Animal Planet Media (APM), a multi-media business unit of Discovery Communications, is the world's only entertainment brand that immerses viewers in the full range of life in the animal kingdom with rich, deep content via multiple platforms and offers animal lovers and pet owners access to a centralized online, television and mobile community for immersive, engaging, high-quality entertainment, information and enrichment. APM consists of the Animal Planet television network, available in more than 97 million homes in the US; online assets www.animalplanet.com, the ultimate online destination for all things animal; the 24/7 broadband channel, Animal Planet Beyond; and other media platforms including a robust Video-on-Demand (VOD) service; mobile content; and merchandising extensions.

About R.O.A.R

Established in 2006, Animal Planet's R.O.A.R., is dedicated to improving the lives of animals in our communities and in the wild. The R.O.A.R. partners benefiting from this program help wild and domestic animals in the U.S. and abroad. The campaign aligns Animal Planet with a powerful roster of leading animal and environmental organizations. R.O.A.R. is a key component of Discovery's overall Impact initiative which strives to celebrate, support and sustain the majesty of the earth's people, animals and natural beauty through innovative programs and events. For more information about how Discovery is making an impact, please visit: <http://impact.discovery.com>.

About Discovery Impact

Through its Discovery Impact programs, Discovery Communications (Nasdaq: DISCA, DISCAB, DISCK) leverages the power of its brands, businesses and employees to give back to the world. From programming that inspires and educates to annual events that make a direct impact on the communities in which we live and work, Discovery strives to celebrate, support and sustain the majesty of the earth's people, animals and natural beauty. For more information about how Discovery is making an impact, please visit: <http://impact.discovery.com>.

About GlobalGiving

GlobalGiving (www.globalgiving.org) enables individual and corporate donors to find and direct funds to high-impact, grassroots projects around the world. By aggregating many donors, GlobalGiving is creating a new source of funding for people with innovative solutions to challenging world issues. Utilizing its network of local projects and web-based platform, globalgiving.org, GlobalGiving helps companies achieve their charitable, corporate responsibility, employee engagement, and cause-marketing goals.

3-3-3

GlobalGiving finds and vets projects, disburses funds, ensures reporting, and develops web solutions that leverage its community for corporate partner programs. GlobalGiving is a 501c(3) registered nonprofit organization located in Washington, D.C.. To date the GlobalGiving community has made over \$49 million in contributions to more than 4,300 projects around the world.

#