



Surprisingly Human

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**ANIMAL PLANET WILL R.O.A.R. FOR ANIMALS ONCE AGAIN  
WITH MATCHING CAMPAIGN FOR NON-PROFIT PARTNERS**

*-- David Shepherd Wildlife Foundation and WildAid join returning partners Earthwatch, EQUUS, Jane Goodall Institute, National Wildlife Federation (NWF), Petfinder Foundation and Villalobos for Chance at More Than \$250K in Funds --*

(Silver Spring, MD) — Beginning **Monday, September 8**, Animal Planets R.O.A.R.'s (Reach Out. Act. Respond) fourth annual matching campaign kicks off with five returning and two brand-new partners competing for dollar-for-dollar matching contributions on consumer donations up to \$250,000. The participating partners again have **"30 Days to R.O.A.R."** in which they'll strive to earn the matching funds that come from the sale of Animal Planet products, which are available at retailers nationwide.

This year, David Shepherd Wildlife Foundation and WildAid join returning partners Earthwatch, EQUUS, Jane Goodall Institute, National Wildlife Federation (NWF), Petfinder Foundation and Villalobos.

In addition to competing for the \$100,000 in matching funds, each organization is also in the running for five \$10,000 bonuses. This year's bonus categories include: **Top Monthly Fundraiser – Dollar Amount, Most Unique Number of Donors, Most Traffic to Your Cause Page, Loudest "ROAR" Heard by Judges and Fan Favorite.**

Hosted by GlobalGiving, an NGO 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](http://www.globalgiving.org/ROAR) to donate to the overall R.O.A.R. cause or directly to the partner charity of their choice. The GlobalGiving platform allows consumers to align with individual campaigns and follow the direct impact of their donations to a cause. You can track the current donations leaders by visiting <http://www.globalgiving.org/leaderboards/roar-2014/>

The matching funds are generated by Discovery Consumer Products' Animal Planet brand which includes pet products and lifestyle products from apparel to toys and home décor. Animal Planet merchandise licensees contribute a portion of their sales to R.O.A.R. with the goal intention of making the world a better place for Animals. In 2013, ROAR donations surpassed one million dollars through the sale of Animal Planet consumer products. 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.

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Animal Planet products are also available at Wag.com and retailers including Kohl's and Bed Bath & Beyond and regional department stores including Bealls and Bon-Ton.

### **About Animal Planet**

Animal Planet, 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. Animal Planet consists of the Animal Planet television network, available in more than 95 million homes in the US; online assets [www.animalplanet.com](http://www.animalplanet.com), the ultimate online destination for all things animal; Animal Planet L!VE, the go-to digital destination for round-the-clock, unfiltered access to the animal kingdom; and other media platforms including a robust Video-on-Demand (VOD) service, 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 enables individual and corporate donors to find and direct funds to high-impact grassroots projects around the world. By aggregating many donors, GlobalGiving has created a new source of funding for people with innovative solutions to challenging world issues. Utilizing its network of local projects and the [globalgiving.org](http://globalgiving.org) website, GlobalGiving helps companies achieve their charitable, corporate responsibility, employee engagement, and cause-marketing goals. 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 based in Washington, D.C.. To date the GlobalGiving community has helped raise more than \$145 million for more than 10,000 projects in 150+ countries.