



FOR IMMEDIATE RELEASE

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DISCOVERY CHANNEL EXPLORES THE EXTREME STRATEGIES OF THOSE PREPARING FOR THE END IN 'APOCALYPSE PREPPERS'

-One Hour Special Aired Thursday, October 17 at 9PM ET/PT-

Los Angeles, CA – What do maple syrup, bentonite clay and toilet water have in common? They could all possibly be our saving grace once the apocalypse hits. In Discovery Channel's **APOCALYPSE PREPPERS**, which premieres Thursday, October 17 at 9PM ET/PT, viewers will learn about the mind-boggling ways that preppers are gearing up for all hell to break loose, by developing unique ways to sustain their lives when the world begins to crumble. According to preppers and some scientists, it's no longer a question of if the world will end, but when.

APOCALYPSE PREPPERS takes a look at the lives of those who employ survival strategies based on three different apocalyptic theories:

- **The Black Plague:** A disease of healthy people, the dreaded Black Plague once wiped out a third of Europe's population in the 1340s. Some fear this rapidly fatal illness will not only spread naturally but that it will be used as intentional "biological warfare." Between infected flea bites, skin turning black and open sores, this disease progresses aggressively within a quick 72 hour time frame. See how some plan on resorting to a medieval way of life to avoid a societal breakdown, as most believe antibiotics won't be enough.
- **Alien Invasion:** Some believe that if aliens have the capacity to reach us, they will have the means to destroy us. Between UFO sightings and recent communication between Earth and other planets, the existence of extraterrestrial beings is gradually becoming more acceptable. How will those who await their arrival plan to survive when hospitals close? How far will they go for food and shelter? Viewers will even see the extreme methods preppers engage in to modify their appearances in hopes of confusing the enemy.

- **Robot Rebellion:** Some believers think we will be the masters of our own demise once robots prove to surpass the intelligence of humans. They'll have minds of their own, making 30-40 percent of decisions without human control. What they won't possess, however, is human judgment or the ability to distinguish an enemy from a comrade. Learn how some plan to defend against robots when they believe technology is no longer on their side, which includes going back to basics with home-made weapons and hideaway fortresses.

APOCALYPSE PREPPERS is produced for Discovery Channel by Firecracker Films. For Firecracker, Executive Producers are Mark Soldinger and Mike Warner. For Discovery Channel, Executive Producer is Sean Boyle with Tara Hunter as Coordinating Producer.

About Discovery Channel

Discovery Channel is dedicated to creating the highest quality non-fiction content that informs and entertains its consumers about the world in all its wonder, diversity and amazement. The network, which is distributed to 100.8 million U.S. homes, can be seen in 210 countries and territories, offering a signature mix of compelling, high-end production values and vivid cinematography across genres including, science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world. For more information, please visit www.discovery.com.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than two billion cumulative subscribers in 223 countries and territories. Discovery is dedicated to satisfying curiosity through 162 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as U.S. joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Across the Nordic region, Discovery owns and operates SBS Discovery Media, a top-three portfolio of 20 television brands that feature leading nonfiction content, as well as locally produced entertainment programs, sports and the best scripted series and movies from major studios. Discovery also is the leading provider of educational products and services to schools, including an award-winning series of digital textbooks, and owns and operates a diversified portfolio of digital media services, including Revision3. For more information, please visit www.discoverycommunications.com.