



MEDIA ALERT:
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DISCOVERY CHANNEL TRAVELS TO THE EPICENTER OF EVOLUTION WITH “HOW WE INVENTED THE WORLD”

Four-Part Series Premieres Tuesday, March 19 at 9PM ET/PT

(New York, NY) – Discovery Channel celebrates mankind’s creative genius by examining four inventions that define the modern world – cell phones, cars, planes and skyscrapers. The four-part series **HOW WE INVENTED THE WORLD** premieres Tuesday, March 19 at 9PM ET/PT. Each episode reveals fascinating stories and random events that ultimately led to the creation of these iconic inventions. By showcasing the minds behind the innovations that have shaped our lives in unimaginable ways, **HOW WE INVENTED THE WORLD** highlights stories of human ingenuity, extraordinary connections and jaw-dropping events that have shaped the world as we know it.

HOW WE INVENTED THE WORLD: CELLPHONES premieres Tuesday, March 19 at 9PM ET/PT

The Titanic disaster, Frankenstein’s monster, and actress Hedy Lamarr -- discover how these astonishing ingredients came together to connect the world, and put that smart phone in your pocket.

HOW WE INVENTED THE WORLD: SKYSCRAPERS premieres Tuesday, March 19 at 10 PM ET/PT

Born from the ashes of the Chicago Fire, the skyscraper took root in America, and spread round the world. But without the horse drawn carriage, elevators that think, and a battle for the sun, we couldn’t colonize the sky

HOW WE INVENTED THE WORLD: PLANES premieres Tuesday, March 26 at 9 PM ET/PT

Every hour 24/7, a million of us are soaring higher than Mt. Everest, safe inside a metal tube. But without bicycling brothers, a pair of frozen eyeballs, and two nervous breakdowns, man’s age-old dream of flight might never have left the ground.

HOW WE INVENTED THE WORLD: THE CAR premieres Tuesday, March 26 at 10 PM ET/PT

We have a love affair with our four wheeled freedom machines. But the car would've gone nowhere fast without a veterinarian's birthday gift for his son, an inventor named Benz who had a willful wife, and an oil chemist who played with fire.

HOW WE INVENTED THE WORLD is produced for Discovery Channel and Discovery Networks International by Nutopia, Executive Producer, Jane Root. Christine Weber is Executive Producer for Discovery Channel; Sarah Davies is Executive Producer for DNI.

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 1.8 billion cumulative subscribers in 209 countries and territories. Discovery is dedicated to satisfying curiosity through 149 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. Discovery also is a leading provider of educational products and services to schools and owns and operates a diversified portfolio of digital media services, including Revision3. For more information, please visit www.discoverycommunications.com.

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