



**FOR IMMEDIATE RELEASE**  
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**PLANET GREEN ANNOUNCES TWO KEY APPOINTMENTS:**  
**LYNN SADOFSKY, DIRECTOR OF DEVELOPMENT/EXECUTIVE PRODUCER AND**  
**LEIGH ASHURST, DIRECTOR OF DEVELOPMENT & PRODUCTION**

**(Silver Spring, Md.)** – Planet Green has appointed Lynn Sadofsky as Director of Development/Executive Producer and promoted Leigh Ashurst to Director of Development and Production. These positions create strong anchors in both the network’s home base in New York and Silver Spring. Jeff Hasler, Senior Vice President Production and Development, made the announcement:

“Lynn and Leigh bring an immense amount of skill and talent to Planet Green,” said Hasler. “In their new roles they will focus on continuing to attract compelling and unique talent, new and provocative genres and distinctive, quality content to the network.”

Sadofsky is charged with overseeing all aspects of original commissioned productions and works with production companies to develop new series ideas and talent. Once in production, she evaluates episode treatments and scripts, oversees production including set visits, and reviews through to the final cut, to ensure the product meets the specifications and production standards of the Planet Green brand. Sadofsky will be based in New York and report to Hasler.

As Director of Development and Production based in Silver Spring, Ashurst will expand her Planet Green development presence by taking on a leading role on series and specials for air in 2010 and beyond. She will also have a more active presence in production by heading network production editorially on several upcoming specials and co-productions. Ashurst reports to Hasler.

Before coming Planet Green, Sadofsky was executive producer for the first two seasons of *Whatever, Martha!* featuring Martha Stewart’s daughter, Alexis and her radio co-host, Jennifer Koppelman Hutt. Prior to that, she was the executive producer of the Sundance Channel series *Big Ideas for a Small Planet*, a magazine-style documentary series about environmental innovators. She was the executive producer of the series *Queer Eye for the Straight Guy* airing on Bravo. *Queer Eye* won a 2004 *Emmy Award* and *Producer’s Guild Award*. Sadofsky has produced programming for numerous networks including HBO, Food Network, Fine Living, WNET and the Metro Channel. Sadofsky received her B.S. in Television Production and Marketing from Syracuse University’s Newhouse School of Public Communications and the School of Management.

Ashurst joined Planet Green in 2007 as the Manager of Development and has worked on a number of shows that were integral to the network launch in June 2008, including *Emeril Green* and *G Word*. She is also the producer for the upcoming short form animated series *Bea Wildered* as well as *Fast Forward*. Prior to joining Planet Green, Ashurst started her Discovery Communications’ career seven years ago as part of the Travel Channel. She was also a part of the TLC development team before joining Planet Green. Ashurst received a bachelor’s degree in Communications, with an emphasis in Broadcast and Corporate from Elon University in North Carolina.

**About Planet Green:**

**Planet Green** is the multi-platform media destination that launched on June 4, 2008. Planet Green is the center for a new conversation, speaking to people who want to understand how humans impact the planet and how to live a more environmentally sustainable lifestyle.

Planet Green and its two robust websites [planetgreen.com](http://planetgreen.com) and [TreeHugger.com](http://TreeHugger.com), offer unique, original, insightful, inspiring, and entertaining content related to how we can evolve to live a better, brighter future. Planet Green's unique programming, digital tools, and content will enlighten, empower and most certainly, entertain.

Planet Green is a division of Discovery Communications.

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