



FOR IMMEDIATE RELEASE
July 30, 2009

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**BRIEF IN LENGTH BUT LONG ON ENTERTAINMENT, PLANET GREEN UNVEILS
INNOVATIVE SHORTS STRATEGY**

Silver Spring, Md. – In a network first, Planet Green announced today that it will launch four short-form series to premiere this fall on PlanetGreen.com with subsequent airings on its 24-hour television channel. The series episodes, created in a variety of formats, from animation to personal interviews, will vary in length from 60 to 90 seconds. With an emphasis on the unexpected, each is designed to spark the viewer’s imagination through fascinating subjects and eclectic characters, from the comical and charming exploits of a young woman completely overwhelmed by her quest to live a more sustainable life to awe-inspiring feats of technology and science that promise to bring a green revolution to major urban centers worldwide.

The announcement represents the latest phase in a robust, integrated digital strategy for PlanetGreen.com and TreeHugger.com that includes expanded video features, search capabilities and dynamic interactive elements.

Planet Green’s original short-form series will premiere online and on-air beginning 4Q09.

BEA WILDERED (wt) (6x:90 seconds) – Animated Series

The “eco space” might as well be outer space to *Bea Wildered*, a thirty-something female who doesn’t know a hole-in-the-ozone from a hole in the ground. Living in a New York City condo where dark green is the new black makes this light green gal feel even more out of place. With the help of her environmentally aware older sister and a young nephew, Bea won’t be bewildered for long. As Bea learns, she teaches her neighbors “Dirk the Jerk” and “Frumpy Frances” a thing or two about sustainable living while slowly overcoming her own less-than-green attitude about this whole eco-awareness movement. *Bea Wildered* is produced for Planet Green by *Fun Little Movies*.

CITY SHORTS (wt) (13x:90 seconds)

In Egypt, the most densely populated country in Africa, the green space allocated to each citizen is smaller than the size of a shoe. The Cairo government plans to convert a medieval dump into a 74-acre oasis for citizens in an effort to alleviate this situation, making it a refuge from everyday city life. Explore how the world’s largest urban centers are revolutionizing the lives of whole populations through cutting-edge technologies, transportation expansion, infrastructure reparation and more in *City Shorts*. *City Shorts* is produced for Planet Green by *Kontentreal*.

TWIGSY (wt) (10x:90 seconds) – Animated Series

It is a daily struggle for *Twigsy*, a witty, charming woman trying to be more eco-conscious in a world that doesn't always make it easy to do the right thing. From paper vs. reusable bags, to the loaded minefield of a takeout meal, everyday decisions send *Twigsy* into an imaginative frenzy of dire consequences and agonizing with hilarious results. *Twigsy* teaches us that every choice we make is an opportunity to change and move toward a brighter future for the planet. *Twigsy* is produced for Planet Green by *Ann Marie Fleming*.

THE ELEMENTALISTS (wt) (13x:90 seconds)

Whether it is a community advocate searching for a way to make recycling accessible to all, an entrepreneur designing the next sustainable shoe or a celebrity with a long-held commitment to preserve and protect a piece of our world, *The Elementarlists* profiles a broad range of passionate individuals doing their part to make a difference. In the course of each 90-second interview we learn about the adversities, triumphs and driving forces behind each of these visionaries in their own words. *The Elementarlists* shows how everyone can be a catalyst for positive change. *The Elementarlists* is produced for Planet Green by *Kontentreal*.

About Planet Green:

Planet Green is the multi-platform media destination devoted to the environment. Launched on June 4, 2008, this brand with a mission is available in 57 million homes. 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. It's for people who truly want to make a difference in meeting the critical challenge of protecting our environment.

Planet Green and its two robust websites planetgreen.com and 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.