



FOR IMMEDIATE RELEASE
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**SCIENCE CHANNEL KICKS OFF SXSW 2014 WITH I F-ING LOVE SCIENCE CHANNEL -
A FREE LIVE VARIETY SHOW WITH EUGENE MIRMAN, MYTHBUSTERS TORY BELLECI AND KARI BYRON,
BILL NYE THE SCIENCE GUY, MUSIC FROM BEST COAST, AND MORE**

*—Inspired by the Facebook Phenomenon I F*cking Love Science, This Free Live Event Takes over Austin's
Legendary Stubb's Bar-B-Q on Saturday, March 8 at 7:30 PM CT—*

#ScienceChannelSXSW

(Silver Spring, Md.) — Science Channel opens SXSW 2014 with a Big Bang on March 8 with **I F-ING LOVE SCIENCE CHANNEL**, a star-studded live variety show experience combining comedy, music and science. The free event features appearances from comedian Eugene Mirman, Bill Nye the Science Guy, Kari Byron and Tory Belleci of Discovery Channel's **MYTHBUSTERS**, [I F*cking Love Science](#) (IFLS) creator Elise Andrew, astrophysicist Hakeem Oluseyi of Science Channel's **OUTRAGEOUS ACTS OF SCIENCE**, and other surprise guests. Capping off the evening will be a concert from musical guest, **BEST COAST**.

I F-ING LOVE SCIENCE CHANNEL takes over Austin's legendary [Stubb's Bar-B-Q](#) on Saturday, March 8, when doors open for the live show at 7:30 PM (CT). Tickets are free and available on a first come, first serve basis by visiting IFLSC.eventbrite.com.

"Individuals from all walks of life are absolutely consumed with science and there's no better gathering place for science-minded people than SXSW," said Debbie Adler Myers, General Manager and Executive Vice President of Science Channel. "**I F-ING LOVE SCIENCE CHANNEL** is going to be a huge celebration of science with some of the coolest guests on the planet. It's Science Channel's mission to present science in the most exciting and entertaining way possible – and we can't wait to do it at SXSW with this incredible live show."

Science Channel also is hosting its first ever “Meet Up” at 11 AM (CT) on Monday, March 10 at the SXSW MeetUp Tent. This interactive hour is dedicated to amateur scientists nationwide who will join Byron, Oluseyi and Andrew to discuss how science is no longer limited to conventional laboratories because of the internet revolution. More and more science is taking to the streets as amateur and professional scientists worldwide conduct extraordinary experiments and posts their exploits on YouTube. How are people attaching paper airplanes to weather balloons and filming them in space? How does a man survive a plunge from a 30-foot high platform into a foot of water? How can a car do a forward somersault and drive away? Join Science Channel for the answers to these questions and much more.

About Science Channel

Science Channel, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is home for the thought provocateur, the individual who is unafraid to ask the killer questions of “how” and “why not.” The network is a playground for those with audacious intellects and features programming willing to go beyond imagination to explore the unknown. Guided by curiosity, Science Channel looks for innovation in mysterious new worlds as well as in its own backyard. Science Channel and the Science Channel HD simulcast reach approximately 80 million U.S. households. The network also features high-traffic online and social media destinations, including ScienceChannel.com, [facebook.com/Science Channel](https://facebook.com/ScienceChannel) and [twitter.com/Science Channel](https://twitter.com/ScienceChannel).

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching 2.5 billion cumulative subscribers in over 220 countries and territories. Discovery is dedicated to satisfying curiosity through more than 190 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 and the Hub Network. Across the Nordic region, Discovery owns and operates SBS Discovery Media, a top-three portfolio of 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 a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, and a digital leader with a diversified online portfolio, including Discovery Digital Networks. For more information, please visit www.discoverycommunications.com.

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