



NEWS RELEASE

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DISCOVERY CHANNEL BRINGS AUDIENCES TO THE EDGE WITH 'SKYWIRE LIVE WITH NIK WALLEENDA' DIGITAL & SOCIAL EXPERIENCES

*– Viewers Can Get ‘Wired In’ During Global Event, ‘Take the Walk’ Online &
Cheer on Nik Wallenda with Live, On-Air Tweets –*

Silver Spring, Md. – On Sunday, June 23 at 8pm ET/5pm PT, Nik Wallenda will attempt to tightrope walk across the Grand Canyon and higher than he’s ever done before – at 1,500 feet above the Colorado River, a height greater than the Empire State Building – in **SKYWIRE LIVE WITH NIK WALLEENDA**. Discovery Channel is supersizing the epic live event with a robust multiplatform offering at SkywireLive.com and an extensive social campaign that encourages audiences around the world to join Team Wallenda.

While the tightrope crossing will take place in a remote section of the canyon operated by the Navajo Nation, viewers will have a front-row seat on June 23 through Discovery’s live broadcast and can immerse themselves with a bold multiplatform experience, *Wired In*, at SkywireLive.com. The companion digital experience, optimized for desktop, tablet and mobile use, will feature five live camera angles, enabling users to toggle between breathtaking views before and during the walk – complementing the experience in the living room.

During the event’s programming breaks, *Wired In* host Chris Jacobs will provide a behind-the-scenes perspective from the walk site through a sixth camera, welcoming special guests and breaking down the global social media conversation about Wallenda’s feat. Throughout the evening, armchair adventurers also are invited to share their support and reactions using the [#Skywire](https://twitter.com/Skywire) hashtag, and Discovery Channel ([@Discovery](https://twitter.com/Discovery)) will be curating and featuring live Tweets on air beginning at 5pm ET, leading up to the 8pm ET world event.

Beginning today and in partnership with AOL, fans are invited to share their perspective on the awe-inspiring – from the natural beauty of our world to life’s moments that leave you in amazement. Discovery Channel and AOL have collected several [#AweYeah Moments](https://twitter.com/AweYeahMoments) and will select a set of favorites from those submitted on Twitter using the [#AweYeah](https://twitter.com/AweYeah) hashtag from June 13-22. These images will be featured in a special AOL gallery, and each verified winner will receive one of several prizes, which include signed memorabilia from Nik Wallenda ([official rules](#)). All of the images will be viewable at SkywireLive.com and AOL.com.

Prior to the live event, visitors to SkywireLive.com can *Take the Walk* themselves in an interactive 360-degree experience using their mouse or by moving their tablet or smartphone to place themselves on the wire at three points and gain perspective on the hair-raising feat. The website also will feature short-form video that offers insight into the life, motivation and training behind the seventh generation of the legendary Great Wallendas. The **SKYWIRE LIVE** digital experience is presented by Mitsubishi Motors.

SKYWIRE LIVE WITH NIK WALLEDA premieres on Sunday, June 23 at 8pm ET/5pm PT on the Discovery Channel. The live event is produced by Peacock Productions for Discovery Channel with Gretchen Eisele, Knute Walker and Benjamin Ringe serving as executive producers. Howard Swartz serves as executive producer for Discovery. Accenture Digital Services will provide the streaming capabilities for the online multi-camera experience.

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 218 countries and territories. Discovery is dedicated to satisfying curiosity through 155 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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