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**IT’S COMING…SLOWLY BUT SURELY.**

**ANIMALIST INTRODUCES FIRST-EVER ‘SLOTH WEEK’**

*– Animal Planet and AnimalPlanet.com to Join the Online & On Air Celebration from June 20-25 –*

*San Francisco, Calif.* – The cats of the Internet have been put on notice. On June 20, Discovery Digital Networks’ [Animalist](http://www.animalist.com), which celebrates the incredible connection between humans and animals, in conjunction with [Animal Planet](http://www.animalplanet.com) will launch the first-ever **SLOTH WEEK**, six days of programming dedicated to the web’s most lovable and slowly rising star.

Anchored by *Animalist News* features from host Catie Wayne’s visit to the [Sloth Sanctuary of Costa Rica](http://www.slothsanctuary.com/), sloths will plod across online programming at Animalist.com, in addition TestTube.com’s [*DNews*](http://testtube.com/dnews/) and [*Anyhoo*](http://revision3.com/anyhoo)and [*SourceFed*](http://www.sourcefed.com). The **SLOTH WEEK** lineup at [SlothWeek.com](http://www.slothweek.com) will make viewers smile and educate them at the same time – answering questions about how fast they swim, how slowly they go #2 and what their ancient relatives were like.

“Here at Animalist, although we love our *Cat Pack*, we have decided it’s time for our feline friends and other cute creatures of the web to share the spotlight,” said James Williams, Executive Producer of Discovery Digital Networks’ Animalist. “While sloths have captured the attention of millions online, **SLOTH WEEK** will go beyond entertaining and help reveal more about the creatures that we all are still learning so much about.”

Animal Planet will be joining the party online and on air, as well. On Saturday, June 21 from 8 to 10am ET/PT, Animal Planet will encore **MEET THE SLOTHS** – following a year in the life of five slow-moving residents of the Sloth Sanctuary of Costa Rica, which is dedicated to saving orphaned or injured sloths. Online at [AnimalPlanet.com](http://www.animalplanet.com) and on Animal Planet L!VE ([APL.TV](http://apl.tv/sloths)), the sloth-y goodness continues with sloth video playlists, listicles and 24-7 access to Cocoa, Bonnie and Okra Mae live from [Zoo Atlanta](http://www.zooatlanta.org) on [*Sloth Cam*](http://apl.tv/sloths). Notably, 19-year-old Okra Mae, a Hoffman’s two-toed sloth, is pregnant and expected to give birth in June or July.

**SLOTH WEEK** begins on Friday, June 20 and concludes on Wednesday, June 25 with the opportunity to hang out with a sloth through Animalist’s special Google+ Hangout. For the latest updates on **SLOTH WEEK**, visit [SlothWeek.com](http://www.slothweek.com).

**About Discovery Digital Networks**

Discovery Digital Networks’ portfolio of original online video networks cover topics from animals and pop culture to science and technology with year-round content anchored by the best personalities on the web. With a robust lineup of networks, including Revision3, TestTube, Animalist, SourceFed and The DeFranco Network, Discovery Digital Networks delivers more than 110 web-native series enjoyed by loyal, passionate fans. Discovery Digital Networks is a part of Discovery Communications, the world’s #1 pay-TV programmer, dedicated to satisfying curiosity across platforms. For more information, please visit [DiscoveryDigitalNetworks.com](http://discoverydigitalnetworks.com).

**About Animal Planet**

Animal Planet Media (APM), a multi-media business unit of Discovery Communications, is the world's only entertainment brand that immerses viewers in the full range of life in the animal kingdom with rich, deep content via multiple platforms and offers animal lovers and pet owners access to a centralized online, television and mobile community for immersive, engaging, high-quality entertainment, information and enrichment.  APM consists of the Animal Planet television network, available in more than 95 million homes in the US; online assets www.animalplanet.com, the ultimate online destination for all things animal; the 24/7 broadband channel, Animal Planet Beyond; and other media platforms including a robust Video-on-Demand (VOD) service; mobile content; and merchandising extensions.

**About Discovery Communications**

About Discovery Communications: Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world’s #1 pay-TV programmer reaching 2.5 billion cumulative subscribers in more than 220 countries and territories. Discovery is dedicated to satisfying curiosity, engaging and entertaining viewers with high-quality content on more than 200 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Investigation Discovery and Science, as well as U.S. joint venture networks OWN: Oprah Winfrey Network and the Hub Network. 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](http://www.discoverycommunications.com/).

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