

**FOR IMMEDIATE RELEASE:** CONTACT: Paul Schur 240-662-3348

November 8, 2012 Paul@PaulSchur.com

**DISCOVERY CHANNEL WRITES A NEW RECIPE FOR “MOONSHINERS” VIEWER ENGAGEMENT WITH FIRST EVER TWEET-POWERED DISTILLERY**

*Fans Brew Tweet-Powered Moonshine for November 7th Season Premiere of MOONSHINERS*

Discovery Channel takes Twitter-based fan engagement to a whole new level with the first-ever tweet-powered moonshine distillery, using real-time tweets to make a batch of real moonshine in conjunction with this week's Wednesday premiere of **MOONSHINERS,** which canbe seen each Wednesday at 10PM ET/PT.

Fans of the series, which follows notorious moonshine maker Tim Smith and his sidekick Tickle, a multi-generational band of bootleggers, and the law enforcement tasked to catch them in the act, can create a custom batch ofmoonshine by tweeting ingredients, flavors and even packaging design to Kings County Distillery in Brooklyn, New York’s oldest operating distillery. Buzzfeed, a leading social news organization, intensely focused on delivering high-quality original reporting, insight, and viral content across a rapidly expanding array of subject areas, is hosting the **MOONSHINERS** tweet-powered distillery.

By tweeting @Discovery, #moonshiners, and hashtagging flavor options and ingredients, such as #rye or #wheat, fans will control tweet meters at the distillery that are physical manifestations of their votes, and also control the actions of the master distiller on-site in real-time. Participants can enter a contest to win one of 50 moonshine prize packs that include those delivered in **MOONSHINERS**-branded wooden barrels.

Discovery Channel worked with OMD on the Moonshiners distillation project and event, which continues through November 8. Online users can catch the action and watch the entire process live on BuzzFeed at <http://www.buzzfeed.com/discovery/tweet-powered-distillery-70b3?b=1> or at Discovery online at <http://dsc.discovery.com/tv-shows/moonshiners/tweet-distillery.htm>.

**MOONSHINERS** airs Wednesdays at 10PM ET/PT.

**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 100.1 million U.S. homes, can be seen in over 180 countries, 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 visitwww.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 209 countries -more- and territories. Discovery is dedicated to satisfying curiosity through 149 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as US 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.

###