



FOR IMMEDIATE RELEASE

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**ANIMAL PLANET CHRONICLES THE TREACHEROUS JOURNEY FOR LIFE  
IN “WILD SERENGETI”**

*-- Special Documents Vast Ecosystem that Hosts the World’s Largest Mammal Migration --*

(Silver Spring, MD, February 21, 2012) – Africa’s vast Serengeti plays host annually to one of nature’s greatest and most intense dramas – an epic journey by more than two million animals desperately searching for food and water. Their 2,000-mile trek is fraught with danger, and, unfortunately for many, they won’t make it to the end. On **March 13, at 10 PM (ET/PT)**, Animal Planet immerses viewers into this this extreme and perilous sojourn in a new, one-hour special, **WILD SERENGETI**.

Each year, the end of the rainy season sets the Serengeti’s ever-changing environment into overdrive. Where lush, healthy grass once grew, thick, concrete-like rock has taken its place. For the millions of its animal inhabitants, this ecosystem shift is a sign to begin a life-saving – but also life-threatening – journey towards greener pastures. Urged by primal instinct, immense herds of wildebeest, zebra and gazelle face unimaginable danger on this epic life-and-death endeavor.

Witness the birth of wildebeests and the struggles these thousands of newborns face navigating the arid plains. Watch as members of the herds fall victim to attacks by relentless predators. Whether it’s hungry and desperate big cats or opportunistic alligators, these natural-born killers are a constant threat that the migrating herds must avoid. **WILD SERENGETI** chronicles every chaotic moment and magnificent milestone of this amazing migration towards sustenance and continued life on Africa’s great plains.

**WILD SERENGETI** is produced for Animal Planet by Parthenon Entertainment. Andrea Florence and Carla Hall are executive producers for Parthenon. Mick Kaczorowski is the executive producer for Animal Planet.

**WILD SERENGETI** is sponsored for Animal Planet by Nationwide Insurance and Enterprise Rent-A-Car.

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 96 million homes in the US; online assets [www.animalplanet.com](http://www.animalplanet.com), the ultimate online destination for all things animal; the 24/7 broadband channel, Animal Planet Beyond; Petfinder.com, the #1 pet-related Web property globally that facilitates pet

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adoption; and other media platforms including a robust Video-on-Demand (VOD) service; mobile content; and merchandising extensions.

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