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ANIMAL PLANET RUNS 12-HOUR MARATHON OF LION PROGRAMMING, DEDICATED TO CECIL THE LION, ON AUGUST 10 -- WORLD LION DAY

-- Animal Planet's Large Predator Expert Dave Salmoni is Available for Interview to Discuss the Status of Lions Today and the Perils of Trophy Hunting and Poaching --

-- In Remembrance of Cecil the Lion, Animal Planet's Campaign AnimalsAreNotTrophies.com Provides Resources to Join the Fight Against Trophy Hunting and Poaching --

WHAT: In recognition of *World Lion Day*, the network is opening the vaults to air some of its most memorable lion programming during this marathon. Programming includes Dave Salmoni's **INTO THE PRIDE, INTO THE LION'S DEN** and more. *Please see full-marathon programming below.

WHY: Animal Planet's roaring about *World Lion Day* to honor the majestic lion – one of the most revered species on the planet – whose numbers are in decline. Animal Planet's campaign AnimalsAreNotTrophies.com is a resource for those who want to take action against trophy hunting and poaching. In addition, Animal Planet is dedicating its *World Lion Day* marathon in remembrance of Cecil, the lion that was illegally killed in Zimbabwe. Cecil's senseless slaughter is a vivid reminder of how vulnerable these magnificent animals are to human threats.

WHEN: Animal Planet's *World Lion Day* programming marathon airs **Monday, August 10**, from **6 AM - 6 PM ET/PT**.

WHERE: Only on Animal Planet

The *World Lion Day* Schedule:

LAST LION OF LIUWA – From 6 – 7 AM ET/PT

This story is told through the eyes of a predator of the Liuwa plain – the last remaining lioness of Liuwa. She is the sole survivor of a senseless massacre that took the lives of the rest of her pride.

BIG CAT DIARY – From 7 – 10 AM ET/PT

In this series, Animal Planet tracks the day-to-day lives of big cats that roam the Mara wildlife community in Africa, including lions, cheetahs and leopards.

INTO THE LION'S DEN – From 10 AM – 12 PM ET/PT

Follow Animal Planet's Large Predator Expert Dave Salmoni on an adrenaline-pumping trek deep into

the territory of a pride of wild lions. Dave claims that lions are more likely to accept people than to attack them, and in this program, he's putting his life on the line to prove it.

INTO THE PRIDE – From 12 – 5 PM ET/PT

Animal Planet's Large Predator Expert Dave Salmoni heads deep into the African bush on a double mission: to return to his wild roots and to help save a rogue pride of lions from elimination.

A LION CALLED CHRISTIAN - From 5 – 6 PM ET/PT

This special tells the story behind the “Christian the Lion” Internet phenomenon, which highlighted the emotional reunion among two young men and their 300-pound captive lion a year after Christian was released into the African wild.

Animal Planet, 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. Animal Planet consists of the Animal Planet television network, available in more than 94 million homes in the US; online assets www.animalplanet.com, the ultimate online destination for all things animal; Animal Planet L!VE, the go-to digital destination for round-the-clock, unfiltered access to the animal kingdom; and other media platforms including a robust Video-on-Demand (VOD) service, and merchandising extensions.