

# NEWS RELEASE

## **FOR IMMEDIATE RELEASE**

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## **DISCOVERY COMMUNICATIONS AND THE UNITED NATIONS ANNOUNCE PARTNERSHIP TO CELEBRATE INTERNATIONAL YEAR OF BIODIVERSITY**

*-- Awareness Campaign to Promote Biological Diversity --*

(Silver Spring, MD and New York, NY) — Discovery Communications and the United Nations announce a partnership to spread awareness of the United Nations global campaign to celebrate the International Year of Biodiversity (IYB). Throughout the year, Discovery will work closely with the Secretariat of the Convention on Biological Diversity (CBD) to increase the understanding of the vital role that biodiversity plays in sustaining life on Earth. To meet the goals of the IYB, Discovery will utilize a wide range of company resources including its education unit, international networks and special programming including LIFE, Discovery Channel's blockbuster BBC co-production.

"Biodiversity is life. Biodiversity is our life. It is critical that governments -- and people around the world -- work with renewed urgency to reduce biodiversity loss. We are pleased that Discovery is supporting the International Year of Biodiversity and helping us to inspire people around the world to take action to safeguard our shared irreplaceable natural wealth," said United Nations Secretary-General Ban Ki-moon.

"During this International Year of Biodiversity, it is important for people to realize that they are connected to nature and have the power to protect it" said Ahmed Djoghla, Executive Secretary of the Convention on Biological Diversity. "It is wonderful to have the exceptional experience and talents of the team of Discovery engaged in the International Year of Biodiversity. I want to call on other partners to follow the leadership of Discovery for protecting life on Earth."

"It's fitting that 2010 marks both Discovery's 25th anniversary and the United Nations International Year of Biodiversity. For a quarter century, Discovery has delivered on the

original mission of our founder and chairman, John Hendricks, to satisfy curiosity and make a difference. Partnering with the UN builds on this proud tradition and together, we will celebrate our world and remind audiences that we are all stakeholders in our planet's future," said David M. Zaslav, President and CEO of Discovery Communications.

From the makers of PLANET EARTH, the epic television series LIFE is the definitive exploration of our planet's living things and their spectacular, bizarre and fascinating behaviors. Narrated by global media leader and philanthropist Oprah Winfrey, the 11-part natural history series, a BBC and Discovery Channel co-production, begins Sunday, March 21 at 8PM ET/PT on Discovery Channel.

#### **About the International Year of Biodiversity**

The United Nations declared 2010 the International Year of Biodiversity (IYB). Throughout the year countless initiatives will be organized to disseminate information, promote the protection of biodiversity and encourage organizations, institutions, companies and individuals to take direct action to reduce the constant loss of biological diversity worldwide. The celebrations for the International Year of Biodiversity are led by the [Secretariat of the Convention on Biological Diversity \(CBD\)](#).

For more information, please visit [www.cbd.int/2010](http://www.cbd.int/2010) or at [www.facebook.com/iyb2010](https://www.facebook.com/iyb2010)

#### **About Discovery Channel**

Discovery Channel is dedicated to creating the highest quality nonfiction content that informs and entertains its consumers about the world in all its wonder, diversity and amazement. The network, which reaches 99.8 million viewers in the US, 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 visit [www.discovery.com](http://www.discovery.com).

#### **About Discovery Communications**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's number one nonfiction media company reaching nearly 1.5 billion cumulative subscribers in over 180 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, TLC, Animal Planet, Science Channel, Investigation Discovery, Planet Green and HD Theater, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services including [HowStuffWorks.com](http://HowStuffWorks.com). For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

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#### **The Convention on Biological Diversity (CBD)**

Opened for signature at the Earth Summit in Rio de Janeiro in 1992, and entering into force in December 1993, the Convention on Biological Diversity is an international treaty for the conservation and sustainable use of biodiversity and the equitable sharing of the benefits from utilization of genetic resources. With 193 Parties, the Convention has near universal participation among countries committed to preserving life on Earth. The Convention seeks to address all threats to biodiversity and ecosystem services, including threats from climate change, through scientific assessments, the development of tools, incentives and processes, the transfer of technologies and good practices and the full and active involvement of relevant stakeholders including indigenous and local communities, youth, NGOs, women and the business community.

The Cartagena Protocol on Biosafety a supplementary treaty to the Convention seeks to protect biological diversity from the potential risks posed by [living modified organisms](#) resulting from modern biotechnology. To date, 156 countries and the European Community are party to the Protocol. The Secretariat of the Convention and its Cartagena Protocol is located in Montreal.