

FOR IMMEDIATE RELEASE

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**DISCOVERY COMMUNICATIONS ANNOUNCES NONPROFIT PARTNERS
FOR SECOND ANNUAL “CREATING CHANGE” PRO BONO EVENT**

-- Employees to donate creative services at 12-hour marathon event supporting nonprofit missions --

Silver Spring, Md. – Discovery Communications today announced the nonprofit organizations selected to take part in the company’s annual pro bono initiative, **Discovery Impact: Creating Change**. During this 12-hour creative marathon, employees will lend their talents in marketing, communications, creative design services, social media and video production to help the organizations with their promotional goals. The second annual **Creating Change** marathon will be held at Discovery’s global headquarters in Silver Spring, Maryland on November 9.

Discovery has selected 24 non-profit partners to receive design and communications services this year. The organizations serve a number of community needs, including helping the homeless, working with disabled veterans, preventing domestic violence and promoting literacy. In order to address the needs of all the organizations who applied, Discovery has created a series of workshops and roundtables covering a multitude of topics including Social Media and Press Strategy to be held during the event on November 9. All organizations that applied to **Discovery Impact: Creating Change** will be invited to attend these workshops.

“Discovery’s greatest assets are our talented, creative employees and Creating Change allows us to harness the passion and skills of our workforce to help nonprofit organizations with their marketing and communications needs,” said David Leavy, Executive Vice President, Corporate Affairs and Global Communications. “We are humbled by each of the organizations that applied to Creating Change and the extraordinary work they do to make our world a better place.”

Additionally, key Discovery partner Thinkstock (www.thinkstock.com) an image subscription site from Getty Images, will donate imagery from their library for use in print and online campaigns for the nonprofits, and Killer Tracks (www.killertracks.com), will provide use of their music library for PSAs and videos.

Creating Change is one of several Discovery Impact initiatives that leverage the power of Discovery's brands, businesses and employees to make a direct impact on the communities in which we live and work. **Discovery Impact** enables employees to honor the company’s founder, John Hendricks’ original vision to make a difference by giving back to the source of Discovery’s greatest stories and most stunning images, our world.

Other **Discovery Impact** initiatives include **Discover Your Impact Day**, an annual day of global employee volunteerism, **Discover Your Skills**, a campaign to provide critical resources for obtaining job skills to the unemployed and underemployed, and a comprehensive disaster relief program. Most recently, Discovery launched **Rebuilding Alabama**, a partnership with Habitat for Humanity of Greater Birmingham where 125 Discovery employees from across the US worked together with on-air talent to rebuild five homes affected by the devastating tornados last spring.

Please find below the complete list of the nonprofit partners who will be participating in **Discovery Impact: Creating Change**. To learn more about these organizations, please view: <http://blog.discoverycommunications.com> in the upcoming weeks.

Achieving the Dream	Good360	Northern Virginia Family Service
Basic Animal Rescue Training (BART)	Habitat for Humanity of Montgomery County, MD Inc.	One Warm Coat
Colorbars Network, Inc.	Hero Dogs, Inc.	Real Medicine Foundation
Community Bridges	League of Women Voters	Shenandoah National Park Trust
Computer C.O.R.E.	Literacy Council of Prince George's County	ThanksUSA
DC Diaper Bank	Lydia's House in Southeast	The Shepherd's Table
Global Zero	Men Can Stop Rape	VolunteerMatch
GlobalGiving Foundation	National Network to End Domestic Violence	Wider Opportunities for Women

About Discovery Impact

Through its Discovery Impact programs, Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) leverages the power of its brands, businesses and employees to give back to the world. From programming that inspires and educates to annual events that make a direct impact on the communities in which we live and work, Discovery strives to celebrate, support and sustain the majesty of the earth's people, animals and natural beauty. For more information about how Discovery is making an impact, please visit: <http://impact.discovery.com>.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.5 billion cumulative subscribers in 210 countries and

territories. Discovery is dedicated to satisfying curiosity through 139 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 HowStuffWorks.com. For more information, please visit www.discoverycommunications.com.

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