

FOR IMMEDIATE RELEASE

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**DISCOVERY COMMUNICATIONS EMPLOYEES TO HELP NONPROFITS
IN SECOND ANNUAL PRO BONO MARATHON EVENT**

*-- **Creating Change** initiative underscores company's commitment to make an impact on the local community --*

-- Applications from nonprofits accepted through September 27 --

Silver Spring, Md. – Discovery Communications today announced the call for applications for its annual **Discovery Impact: Creating Change** pro bono initiative. During this innovative philanthropic program, Discovery employees lend their creative talents to local nonprofits in need of marketing, communications and creative services. Last year's event featured over 200 employees working on campaigns for 40 nonprofits, including promotional materials, press kits, marketing and events strategies and social media campaigns. This year's event again will allow nonprofit organizations to apply for myriad services including PSA production, website development and print advertising campaigns. Discovery's teams will leverage their creative talents on behalf of selected nonprofits during a 12-hour marathon event. **Creating Change** will be held at Discovery's global headquarters in Silver Spring on November 9. Additionally, selected nonprofits will be invited to participate in courses and workshops hosted by Discovery executives during the marathon event.

“Creating Change harnesses Discovery's greatest assets, our talented, creative employees to help local nonprofit organizations with their marketing and communications needs,” said David Leavy, Executive Vice President, Corporate Affairs and Communications. “It has been one of our long-standing corporate values to give back to the communities where we live and work. This program not only underscores this dedication, but provides an outlet for our passionate employees to utilize their creative skills on behalf of nonprofits.”

Creating Change is one of several **Discovery Impact** hallmark initiatives, including an annual day of global employee volunteerism and a comprehensive disaster relief program. Most recently, Discovery launched a rebuilding program with Habitat for Humanity in Birmingham, Alabama where Discovery employees and on-air talent will come together to rebuild homes affected by the devastating tornados last spring. **Discovery Impact** leverages the power of Discovery's brands, businesses and employees to give back and make a direct impact on the communities in which we live and work. Discovery is committed to continuing these valuable programs that allow its employees to honor the company's founder, John Hendricks' original vision to make a difference by giving something back to the source of Discovery's greatest stories and most stunning images, our world.

2010 Projects:

The Cheetah Conservation Fund, Hero Dogs, Us Helping Us People Into Living and KEEN DC were among the nonprofits who participated in the inaugural event. To view examples of the work created by Discovery employees for these charities, please see below.

- **The Cheetah Conservation Fund** online newsletter:
http://images.dcheetahimages.com/www.cheetah.org/ama/orig/2011_winter_newsletter_web.pdf
- **Us Helping Us People Into Living** social media strategy/Facebook page:
<http://uhupil.org/news> (blog post discussing outcome from Creating Change)
- **Hero Dogs** post cards print campaign (examples):
<http://www.hero-dogs.org/raise-service-dog.html>
<http://www.hero-dogs.org/donate-to-hero-dogs.html>
- **KEEN (Kids Enjoy Exercise Now) DC PSA**
http://www.youtube.com/watch?v=redAQoi_rhU&feature=player_embedded

Apply Today:

Nonprofit organizations interested in participating in **Creating Change** can go online to complete the application at <http://impact.discovery.com/creating-change/2011>. Applications will be accepted through September 27 and selected organizations will be announced in mid-October.

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.