

National Geographic Celebrates Earth Day 2018 Across Multiple Platforms

For 130 years, National Geographic's iconic yellow border has offered a portal to explore the farthest reaches of the Earth and beyond. Earth Day, April 22, 2018, marks the 48th anniversary of the birth of this environmental movement- an effort that National Geographic has given voice to through groundbreaking storytelling from the best scientists, photographers, explorers and filmmakers in the world. This year, National Geographic will be celebrating Earth Day in a number of ways:

- [‘Symphony for Our World’ broadcast event](#): A musical event that combines stunning natural history footage with an original symphony and theme composed by [Bleeding Fingers Music](#), featuring composers Austin Fray and Andrew Christie, and a special musical collaboration with [X Ambassadors](#). The five-part arrangement – broken down by sea, shore, land, mountains and sky – brings audiences from the depths of the sea, up to coastlines, over mountains, and into the sky. ‘Symphony for Our World’ will premiere on television as a one-hour commercial-free event on Earth Day at 7/6c on Nat Geo WILD. [Click here](#) to view trailer.
- [‘Symphony for Our World’ global live tour](#): National Geographic will feature the original music created for the ‘Symphony for Our World’ broadcast special in a live, global orchestral tour kicking off on Earth Day at San Francisco’s Louise M. Davies Symphony Hall. The global live tour features JooWan Kim of Ensemble Mik Nawooj. On Earth Day weekend, enter the code EARTHDAY at checkout to receive 10 percent off tickets. This sale will run from Friday, April 20 at 10 a.m. local time until Monday, April 23 at 11:59 p.m. For performance dates and ticket information, visit natgeo-symphony.com.
- Images and video from the [National Geographic Photo Ark](#) will be featured in the ‘Symphony for Our World’ events to raise awareness of and find solutions to some of the most pressing issues affecting wildlife and their habitats. Founded by National Geographic photographer [Joel Sartore](#), the Photo Ark aims to document every species currently living in the world’s zoos and wildlife sanctuaries, inspire action through education, and help save wildlife by supporting on-the-ground conservation efforts. Viewers can learn more at [org](#) and join the conversation on social media with the hashtag #SaveTogether.
- National Geographic’s [“Into the Okavango”](#) premieres at the [Tribeca Film Festival](#) on April 22, at 5:00p.m. ET. The film chronicles National Geographic Fellow Dr. Steve Boyes and an international team of modern-day explorers on their first, epic four-month, 1,500-mile expedition across three countries to save the river system that feeds the Okavango Delta, one of our planet’s last wetland wildernesses. Directed by Neil Gelinas and showcasing the [National Geographic Society’s Okavango Wilderness Project](#), the film draws the world’s attention not only to the Okavango River Basin, one of the most important areas for biodiversity conservation, but to the little-known and vulnerable wilderness area in the Angolan highlands on which it depends.
- The [“Save the Earth”](#) special April issue of National Geographic Kids magazine empowers young readers to protect the planet, tackle climate change, biodiversity, pollution and habitat destruction. The issue provides kids with scientific background on some of the most pressing environmental issues and encourages them to go further with innovative tips on how they can individually help save the Earth.
- NationalGeographic.com will be sharing focused digital content around Earth Day instructing

readers on how to participate, explaining the largest environmental issues the world faced on its first Earth Day in 1970, and providing a list of 48 things that have changed since then. Please visit our [Earth Day hub](#) online for this content and more. Additionally, [National Geographic Travel](#) will host a discussion about ways to be a more eco-friendly traveler on its [Facebook page](#) starting at 11 a.m. ET.

- [National Geographic Creative flash sale](#), from 9:00 a.m. ET, April 20, to midnight April 28, sells prints by National Geographic photographers that pay homage to the Earth. The photos will be available to buy as signed, 8" X 10" unframed prints, priced at each.

One of National Geographic's core goals is to ignite the explorer in all people, and to further help them understand the world around them. To explore Earth Day-focused content further and see how you can help protect the planet, please

visit <https://www.nationalgeographic.com/environment/earth-day-stories>. **NATIONAL GEOGRAPHIC**

PARTNERS LLC National Geographic Partners LLC (NGP), a joint venture between National Geographic and 21st Century Fox, is committed to bringing the world premium science, adventure and exploration content across an unrivaled portfolio of media assets. NGP combines the global National Geographic television channels (National Geographic Channel, Nat Geo WILD, Nat Geo MUNDO, Nat Geo PEOPLE) with National Geographic's media and consumer-oriented assets, including National Geographic magazines; National Geographic studios; related digital and social media platforms; books; maps; children's media; and ancillary activities that include travel, global experiences and events, archival sales, licensing and e-commerce businesses. Furthering knowledge and understanding of our world has been the core purpose of National Geographic for 130 years, and now we are committed to going deeper, pushing boundaries, going further for our consumers ... and reaching millions of people around the world in 172 countries and 43 languages every month as we do it. NGP returns 27 percent of our proceeds to the nonprofit National Geographic Society to fund work in the areas of science, exploration, conservation and education. For more information visit natgeotv.com or nationalgeographic.com, or find us

on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), [LinkedIn](#) and [Pinterest](#). **NATIONAL GEOGRAPHIC SOCIETY** The [National Geographic Society](#) is a leading nonprofit that invests in bold people and transformative ideas in the fields of exploration, scientific research, storytelling and education. The Society aspires to create a community of change, advancing key insights about the planet and probing some of the most pressing scientific questions of our time, all while ensuring that the next generation is armed with geographic knowledge and global understanding. Its goal is measurable impact: furthering exploration and educating people around the world to inspire solutions for the greater good. For more information, visit www.nationalgeographic.org. **CONTACTS**

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