

National Geographic Partners Takes Home Total of 9 Awards in Cannes Lion 2018 Wins First-Ever Gold Lion with “Breaking2”

National Geographic Partners took home nine awards last week at the 2018 Cannes Lions 2018 International Festival of Creativity, including a Gold Cannes Lion for “Breaking2,” a branded content documentary created in partnership with Nike that chronicles the journey of three elite runners in their attempt to run a marathon in under two hours. The award is the first-ever Gold Cannes Lion that the organization has received, winning in the “Sports: Film, Series & Audio” category of the Entertainment Lions. National Geographic Partners also received a Bronze Cannes Lion for “Breaking2” in the “TV & VOD Non-Fiction” category. “From our first meeting with Nike, both teams knew we had the potential to create something remarkable — but the end result was even better than we could’ve imagined,” said Brendan Ripp, Executive Vice President of Partnerships for National Geographic Partners. “We’re thrilled to have our work recognized by such an internationally-revered organization, and to have shared this inspiring story about pushing limits and going further on a global stage.” Featuring breathtaking cinematography, the film chronicles the journey of three world-class runners and their teams as they try to defy the unthinkable — breaking the two hour marathon barrier. Breaking2 is about the intersection of technology and the human spirit. From testing in wind tunnels and running labs in the United States, to balancing training with their day-to-day lives in eastern Africa, to the final heart-pounding race in Italy, the film follows these pioneers on their global trek to break the two-hour barrier. National Geographic Studios, in association with Dirty Robber, an Academy Award-nominated production and entertainment company, produced the film that broadcast globally last September. “In terms of both partnership and storytelling, ‘Breaking2’ has reset the bar,” said Claudia Malley, Executive Vice President of Partner Solutions for National Geographic Partners. “It’s a story that speaks to Nike’s core philosophy and values — inspiring everyday people to push their limits. And it’s a film that speaks to National Geographic’s core DNA — resolving to go further, even when faced with the unknown or the impossible. The documentary broke through with consumers globally and we are thrilled to be recognized with this prestigious award” Broadcast in 67 countries and in 34 languages, audiences around the world found themselves rooting for each runner as their unique stories and personalities came to life. The documentary had a global reach of 231 million across all platforms, and garnered more than 4 million mixed-media documentary views. “By capitalizing on our collective strengths, we were able to create something so much more impactful than a sports documentary, telling a story that entertained audiences across the world — emotionally, intellectually and physiologically,” said Ripp. “If this award stands as a testament to anything, it’s that there’s no limit to what National Geographic can do when we partner with brands who share our vision and values.” These wins for Breaking2 were bolstered by an additional Silver Cannes Lion, as well as four Bronze Cannes Lions, for National Geographic Partners’ “Astronaut Reality Helmet,” a wearable immersive experience housed within a replica space helmet inspired by their series, “One Strange Rock.” The organization’s Latin America division was also awarded a Silver Cannes Lion for their “Green Definition” initiative, which made National Geographic Latin America the first television channel capable of saving energy by lowering the amount of pixels used to broadcast content. And “Camelpower,” a Nissan campaign produced by National Geographic Partners Abu Dhabi, which featured the first-ever unit to measure automotive performance in the desert, received a Bronze Cannes Lion as well. *Breaking2 was produced by National Geographic Studios in partnership with Nike and in association with Dirty Robber. Credits include: Brian Lovett, Executive Producer (National*

Geographic Studios); *Martin Desmond Roe, Director (Dirty Robber)*; *Betsy Forhan, Executive Producer (National Geographic Channel)*; *Mark McCambridge, Executive Producer (Nike)*; *Chris Uettwiller, Executive Producer (Dirty Robber)*; *Jason Puris, Executive Producer (Dirty Robber)*; *Kevin T. Mohs, Vice President of Production (National Geographic Channel)*; and *Kathlyn Horan, Producer (Dirty Robber)*. **ABOUT 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](#), [Google+](#), [YouTube](#), [LinkedIn](#) and [Pinterest](#). **PRESS CONTACT:** Courtney Rowe, courtney.rowe@natgeo.com, 202-912-6715