



# Racing Extinction

Directed by Academy Award® winner Louie Psihoyos

And the team behind *THE COVE*



***RACING EXTINCTION* will have a worldwide broadcast premiere on  
The Discovery Channel December 2nd.**

Publicity Materials Are Available at: [www.racingextinction.com](http://www.racingextinction.com)

Running Time: 94 minutes

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## ***RACING EXTINCTION*** **Synopsis**

### **Short Synopsis**

Oscar<sup>®</sup>-winning director Louie Psihoyos (*THE COVE*) assembles a team of artists and activists on an undercover operation to expose the hidden world of endangered species and the race to protect them against mass extinction. Spanning the globe to infiltrate the world's most dangerous black markets and using high tech tactics to document the link between carbon emissions and species extinction, *RACING EXTINCTION* reveals stunning, never-before seen images that truly change the way we see the world.

### **Long Synopsis**

Scientists predict that humanity's footprint on the planet may cause the loss of 50% of all species by the end of the century. They believe we have entered the sixth major extinction in Earth's history, following the fifth great extinction which took out the dinosaurs. Our era is called the Anthropocene, or "Age of Man," because evidence shows that humanity has sparked a cataclysmic change of the world's natural environment and animal life. Yet, we are the only ones who can stop the change we have created.

The Oceanic Preservation Society (OPS), the group behind the Academy Award<sup>®</sup>-winning film *THE COVE*, is back with the new groundbreaking documentary *RACING EXTINCTION*. Joined by new innovators, OPS brings a voice to the thousands of species teetering on the very edge of life.

This highly charged, impassioned collective of activists is out to expose the two major threats to endangered wild species across the globe. The first comes from the international wildlife trade, and the bogus medicinal cures and tonics that are marketed to the public at the expense of creatures who have survived on this planet for millions of years. The second threat is all around us, hiding in plain sight. It is a hidden world of carbon emissions and acidified oceans that are incompatible with existing animal life. It is a world, revealed with state-of-the-art photographic technology, that oil and gas companies don't want us to see.

Director Louie Psihoyos has crafted an ambitious mission to clearly and artfully pull into focus our impact on the planet, while inspiring us all to embrace the solutions that will ensure a thriving, biodiverse world for future generations.

For information about the campaign against species extinction, visit:  
[www.racingextinction.com](http://www.racingextinction.com) and #StartWith1Thing

## ***RACING EXTINCTION*** **Social Media Channels**

**Website:** [www.racingextinction.com](http://www.racingextinction.com)

**Facebook:** <https://www.facebook.com/racingextinction>

**Twitter:** @RacingXtinction

**Instagram:** racingextinction

***RACING EXTINCTION***  
**Director's Statement — Louie Psihoyos**

As a child I used to deliver papers for the *Dubuque Telegraph Herald* and at 17, I got my start in making images in their photo department. In my 20's, I became a photographer for *National Geographic*. Now, I find myself in a race alongside other environmentalists to save a planet that is losing species at a rate not seen since a comet hit 65 million years ago.

Film can still be the most powerful weapon in the world — a weapon of mass construction. I'm interested in radically changing how people perceive a documentary by making it entertaining and using narrative filmmaking conventions. In our new film, *RACING EXTINCTION*, we used the highest quality production values and a collective of environmental activists to raise awareness of the issue.

With this project, I want to tackle the most important problem the world has ever faced, the epic loss of biodiversity. By combining a compelling film and a groundbreaking activation campaign, we want to create a movement for change.

## **RACING EXTINCTION** **Filmmaker Biographies**



### **LOUIE PSIHUYOS (Director)**

Academy Award®-winning director Louie Psihoyos is the Executive Director of the Oceanic Preservation Society (OPS), and is widely regarded as one of the world's most prominent still photographers. He has circled the globe dozens of times for *National Geographic* and has shot hundreds of covers for other magazines including *Fortune Magazine*, *Smithsonian*, *Discover*, *GEO*, *Time*, *Newsweek*, *The New York Times Magazine*, *New York Magazine*, *Sports Illustrated* and *Rock and Ice*. His work has also been seen on the Discovery Channel, National Geographic Television and the History Channel. His imagination, wit and iconic imagery have helped illustrate a wide array of complex subjects and is carried over to his filmmaking.

Psihoyos's first documentary film, *The Cove*, has won over 70 awards globally from festivals and critics, including the Oscar® for Documentary Feature in 2009. *The Cove* touches many with its

unflinching examination of a dark subject and its ability to reveal the humanity and compassion in each of us. Its underlying themes transcend the slaughter of dolphins in Taiji to address the larger picture of the threat our entire world faces due to human impacts.



### **FISHER STEVENS (Producer)**

With over 30 years in the entertainment business, Fisher Stevens' career has included an impressive range of diverse projects. As an actor, Stevens has appeared in over 40 Broadway and Off-Broadway shows, including the Tony award-winning production of *Torch Song Trilogy* and *Brighton Beach Memoirs*. Some of his many film credits include *Short Circuit 1 & 2*, *The Grand Budapest Hotel* and the upcoming *F2014*. On television, Stevens was a series regular on *Key West* and *Early Edition*, with additional roles on *Lost* and *Damages*, among others.

Stevens co-founded the downtown NY theater company Naked Angels as well as GreeneStreet Films, where he made his film directorial debut (*Just a Kiss*) and produced over 15 films including the Academy Award-nominated *In The Bedroom* and the acclaimed documentary *Once In A Lifetime*. He went on to produce *Crazy Love* and Louie Psihoyos' Academy Award®-winning documentary *The Cove*. In 2010, Stevens co-founded Insurgent Media, which has

since completed multiple films, including *Mission Blue* about Oceanographer Dr. Sylvia Earle. Stevens made his Broadway directorial debut with John Leguizamo's *Ghetto Klown*, which he then directed for broadcast. He also directed the feature film *Stand Up Guys* and music videos for Jon Bon Jovi.

With a passion for utilizing the entertainment medium for social activism, Stevens directed *Working the Darkside* – a multimedia presentation featuring Rachel Maddow, which opened a dialogue on torture and war crimes. He also directed a *United Nations Day Concert: A Tribute to Peacekeeping* and the powerful film *The War Against War*, which takes an in-depth look at the U.N.'s peacekeeping missions around the globe.



**OLIVIA AHNEMANN (Producer)**

Olivia Ahnemann has been producing and directing documentary films for the past 18 years. At the Oceanic Preservation Society she is the producer of, *Racing Extinction*, a feature length documentary that aims to educate its audience about the 6<sup>th</sup> mass extinction and inspire us all to change our energy use.

Olivia has produced and directed documentaries on a variety of subjects. She has profiled Winston Blackmore's polygamist clan in British Columbia for National Geographic and Europe's royal families for A&E; followed BASE jumpers in Chamonix, France and big wave surfers in South Africa, Hawaii, Mexico and Tahiti for Warren Miller Entertainment; and filmed men and women building the new Bay Bridge in Oakland for Discovery.

Olivia was co-producer of *The Cove*, which gave her one of the thrills of her career – a standing ovation at its world premiere at the Sundance Film Festival. The film went on to receive over 70 awards

worldwide including the Producers Guild of America documentary award and the 2009 Academy Award for Best Feature Documentary.

Other television credits include programs for National Geographic, PBS, and Discovery. Olivia has contributed to several independent films including *Enlighten Up!* which had a nationwide theatrical release in 2008. She lives in Boulder, Colorado with her husband and four year daughter.



**GINA PAPABEIS (Co-Producer)**

Gina Papabeis is the Co-Producer of *Racing Extinction*, the highly anticipated follow-up film from OPS, the Academy Award®-winning team behind *The Cove*. The film follows a team of artists and activists intent on showing the world never-before-seen images that expose issues of endangered species and mass extinction. Gina began working with the Oceanic Preservation Society (OPS) during the release of *The Cove*, managing the day-to-day operations of the organization and coordinating the outreach campaign for the film.

Before OPS, Gina worked as a Projects Manager on the grassroots promotion of a dozen independent films at Red Hills Releasing, LLC, including *500 Days of Summer*, *JCVD* and *The English Surgeon*. She is a graduate of Florida State University's Film School, where she gained on-set experience in various crew positions on over 30 short films. Gina also has a minor in Biology and is gratified by marrying her passion for nature with film.



**MARK MONROE (Writer)**

Mark Monroe is an award-winning documentary filmmaker whose theatrical writing credits include: *Fed Up* (Sundance 2014); *The Summit*, (Winner, Best Editing Sundance 2013); *Who is Dayani Cristal?*, (Winner, Best Cinematography, Sundance 2013); *Sound City* (Sundance 2013); *The Cove* (Winner, Best Documentary 2010 Academy Awards & Best Documentary Script, W.G.A. 2010); *The Tillman Story*; *Chasing Ice* (Winner, Best Cinematography Sundance 2012); *Stolen Seas*; *Last Play at Shea*; *Once in a Lifetime: The Extraordinary Story of the New York Cosmos*, (W.G.A. nomination

"Best Documentary Script", 2007); *Amazing Journey: The Story of The Who*, and writer/director, *Morning Light*, Disney Pictures.

A journalism graduate from the University of Oklahoma, Mark began his career in television as a news writer for CNN in Atlanta. Before writing for film, he produced more than sixty hours of biography-style programming for TV.

Currently, Mark is working on *Racing Extinction* academy award winner Louis Psihoyos' follow-up film to *The Cove*, as well as *Another World* a film about the Occupy Movement and *Mission Blue* on legendary oceanographer Sylvia Earle.



**GEOFFREY RICHMAN, A.C.E. (Editor)**

Geoffrey Richman is the award-winning editor of *Murderball*, *Sicko*, and *The Cove*, respectively the 2006, 2008 and 2010 Academy Award® nominees for Best Feature Documentary, and *Time Freak* - the 2012 Academy Award nominee for Best Short Film (Live Action). *The Cove* went on to win the Academy Award, after becoming the first documentary ever to win all four guild awards (Producing, Directing, Writing, and Editing). At the 2005 Sundance Film Festival, Geoffrey was awarded the first-ever Special Jury Prize for Editing for his work on *Murderball*. Other documentary credits include *God Grew Tired of Us*, *21 Up America*, *The Order of Myths*, and *The Great Invisible*; Narrative credits include *Peter and Vandy*, *The Virginity Hit*, *Wainy Days*, *Sleepwalk With Me*, *Detachment*, directed by Tony Kaye, and most recently, *Knight of Cups* directed by Terrence Malick. For the past eight years, Geoffrey has also been teaching editing classes at The Edit Center, NYU's Tisch School of the Arts, and The Motion Picture Editors Guild.



**J. RALPH (Composer)**

**J. RALPH** (American born, NY; 1975) is an Academy Award® nominated composer, producer & social activist from New York City who focuses on creating awareness and change through music and film. His music has sold more than 10 million records worldwide, reaching the No.1 spot on the billboard top 100 chart in over 22 countries.

His professional career began at age 22 with the signing to Atlantic Records in one of the biggest deals ever granted to a new recording artist. As the founder of the internationally award winning music production company The Rumor Mill, J. Ralph has written and produced the music for numerous Grammy Award winning artists, symphony orchestras, The United Nations, The President of The United States and more Oscar® winning/nominated documentaries than any other composer in the history of the Academy Awards®.

Described by *The Hollywood Reporter* as the "go-to producer of documentary film scores", J. Ralph is widely considered by many to have had a profound impact on the medium. He has helped create some of the most celebrated documentaries all of time revealing critically important social issues and culturally defining artists. Over the last 7 years, J. Ralph has written and produced the music for 6 of the Oscar® winning/nominated films including *MAN ON WIRE* (2009), *THE COVE* (2010) *HELL AND BACK AGAIN* (2012), *CHASING ICE* (2013), *FINDING VIVAN MAIER* (2015) and *VIRUNGA* (2015).

For his work on *Chasing Ice*, he received an Oscar® nomination for the Best Original Song “BEFORE MY TIME” performed by SCARLETT JOHANSSON and JOSHUA BELL. In the history of the Academy Awards®, it remains one of only four songs from a documentary ever to be nominated for an Oscar®.

Immediately following his 2013 Oscar® nomination, J. Ralph produced the 2014 Oscar® nominated song "THE MOON SONG" performed by Karen O and Ezra Koenig of Vampire Weekend while accompanying the duo on guitar, from the Academy Award winning film *HER* directed by Spike Jonze. In the summer of 2015, J. Ralph was commissioned by Discovery Channel and Volkswagen to write and produce an original symphonic work for Shark Week to raise money and awareness for species extinction and oceanic preservation. The resulting “Theodora” was conceived to reimagine what sharks could sound like and features Grammy Winning violinist Joshua Bell, the London Symphony Orchestra, The London Voices Choir and was recorded at the legendary Abbey Road Studios with over 150 players.

Most recently J. Ralph has written and produced the music for the Sundance Award winning documentary *MERU* and *RACING EXTINCTION* featuring the original songs “One Candle” written and performed J. Ralph & Sia and “Manta Ray” written and performed by J. Ralph and Antony Hegarty (of Antony and the Johnsons). Other recent projects include *GARNET’S GOLD* featuring his original song “UNTIL THE END” performed by LIZA MINNELLI and WYNTON MARSALIS and the Oscar® nominated documentary *VIRUNGA* featuring his original song “WE WILL NOT GO” which he performed with the icons of African music YOUSOU NDOUR, SALIF KEITA, & FALLY IPUPA. J. Ralph’s music encompasses a wide variety of genres and mediums and has been featured in the world’s biggest television events including The Olympics, The World Cup, The Academy Awards®, The Super Bowl, The World Series, The Grammys, The Emmys, The Golden Globes, and The NBA playoffs. “He’s one of the most heard artists on the planet” declared *Esquire Magazine’s Genius Issue*.

J. Ralph is a fellow of Yale University, a member of the Academy of Motion Picture Arts and Sciences, and the only composer ever to win two consecutive A.I.C.P. awards. Several of Mr. Ralph’s works are included in the Museum of Modern Art’s permanent collection in New York City.

## ***RACING EXTINCTION*** **Filmmaker Credits**

**Directed by:** Louie Psihoyos

**Produced by:** Olivia Ahnemann, Fisher Stevens

**Executive Producer:** Dieter Paulmann

**Written by:** Mark Monroe

**Edited by:** Geoffrey Richman, A.C.E., Lyman Smith, Jason Zeldes

**Music by:** J. Ralph

**Original Songs** “One Candle” **Written & Performed by** J. Ralph & Sia & “Manta Ray” **Written & Performed by** J. Ralph & Antony

**Co-Producer:** Gina Papabeis

**Cinematography:** John Behrens, Shawn Heinrichs, Sean Kirby, Petr Stepanek

**Co-Executive Producers:** Paul G. Allen, Jody Allen, Solina Chau, Trammell S. Crow, Dan Nelson, William von Mueffling, Kenneth Lerer, John Paul DeJoria

**Line Producer:** Patti Bonnet

**Associate Producers:** Adrienne Hall, Chip Comins, W. Wilder Knight III, Tom Shadyac, Jim Swartz and Susan Swartz, Laura and Rutherford Seydel

**Sound:** Mickey Houlihan

**Okeanos – Foundation for the Sea** and **Discovery** present an **Oceanic Preservation Society** film. In association with **Vulcan Productions**, the **Li Ka Shing Foundation**, **Earth Day Texas**, **JP’s Peace, Love & Happiness Foundation**, **Diamond Docs** and **Insurgent Docs**.

## **ABOUT ABRAMORAMA**

An independent distribution and marketing company, Abramorama is an industry leader in the focused, personalized form of film distribution that provides invaluable alternatives to filmmakers and content owners. Over the course of more than 20 years, Abramorama has successfully distributed and marketed hundreds of films, including Asif Kapadia's SENNA, Robert Stone's PANDORA'S PROMISE; Cameron Crowe's PEARL JAM TWENTY; Sacha Gervasi's ANVIL! THE STORY OF ANVIL, and Banksy's Oscar-nominated, EXIT THROUGH THE GIFT SHOP. Abramorama released the surprise indie hit AWAKE: THE LIFE OF YOGANANDA, the critically acclaimed documentary PARTICLE FEVER, New York Times critics' pick AN HONEST LIAR, and Tribeca FF Opening Night's LIVE FROM NEW YORK!, and is currently releasing Laurie Anderson's astonishing HEART OF A DOG (Venice, Telluride, Toronto, NYFF 2015). Abramorama continues to lead in event cinema distribution, with recent titles including the Royal Opera House *Ballet and Opera Cinema Season*, Shakespeare's *Globe on Screen*, *Matisse at the Tate*, *Hermitage Revealed*, PLANETARY (launched theatrically on Earth Day, 2015), and the visceral action sport feature THE SEARCH FOR FREEDOM. Upcoming event cinema releases include Avi Lewis and Naomi Klein's THIS CHANGES EVERYTHING and Green Day's HEART LIKE A HAND GRENADE.

## **ABOUT DISCOVERY CHANNEL**

Discovery Channel is dedicated to creating the highest quality non-fiction content that informs and entertains its consumers about the world in all its wonder, diversity and amazement. The network, which is distributed to 100.8 million U.S. homes, can be seen in 224 countries and territories, 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 #1 pay-TV programmer reaching nearly 3 billion cumulative subscribers in more than 220 countries and territories. For 30 years Discovery has been dedicated to satisfying curiosity and entertaining viewers with high-quality content through its global television brands, led by Discovery Channel, TLC, Animal Planet, Investigation Discovery, Science and Turbo/Velocity, as well as U.S. joint venture network OWN: Oprah Winfrey Network. Discovery controls Eurosport, the leading pan-regional sports entertainment destination across Europe and Asia-Pacific. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, through Discovery Education, and a digital leader with a diversified online portfolio, including Discovery Digital Networks. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

## **ABOUT THE OCEANIC PRESERVATION SOCIETY (OPS)**

The Oceanic Preservation Society (OPS), an independent non-profit organization, uses film, photography, collaboration, and social media – one “*exposure*” at a time – to educate, inspire, and empower the global community to become change agents that are actively engaged in saving and preserving the oceans, endangered species, and our planet. OPS's first film, *The Cove*, has won dozens of awards around the world, including the Oscar® for Best Documentary in 2009, and inspired over a million people to action. For more information, please visit [www.opsociety.org](http://www.opsociety.org).

## **ABOUT OKEANOS - FOUNDATION FOR THE SEA**

The Okeanos - Foundation for the Sea is focusing its attention on individuals and communities that are taking action and making positive steps to heal the oceans and to reconnect humankind with the sea. Okeanos encourages discussions and actions through documentary films that they either produce or finance. However, their main focus lies on the development and funding of practical projects worldwide, with a focus on the Pacific, where they also supported the projects of Pacific Voyagers Charitable Trust. For more information, please visit [www.okeanos-foundation.org](http://www.okeanos-foundation.org).



## **ABOUT INSURGENT DOCS**

Insurgent Docs (formerly Insurgent Media) was formed in 2010. The company headed by Director/Producer, Fisher Stevens (The Cove, Crazy Love, In The Bedroom) and Executive Producer Erik Gordon, has produced documentaries including the Netflix Original Mission Blue, about acclaimed oceanographer Dr. Sylvia Earle, John Leguizamo's Broadway show Ghetto Klown for HBO, SXSW Grand Jury prize film Beware of Mr. Baker, about legendary drummer Ginger Baker, and PBS American Masters, Woody Allen: A Documentary. Insurgent Docs continues to produce a full slate of character and issue driven documentaries.

## **ABOUT VULCAN PRODUCTIONS**

Founded by philanthropist, entrepreneur and Microsoft co-founder Paul G. Allen and his sister Jody Allen, [Vulcan Productions](#) produces compelling feature films, television series, specials, digital content and outreach initiatives designed to inspire people to take action on the critical issues of our time. Vulcan Productions is committed to supporting projects of significance that ignite progress and motivate audiences to generate measurable impact on the world. As part of the organization's mission to protect oceans and wildlife, Vulcan Productions is launching an innovative outreach campaign for the documentary film [Racing Extinction](#) that drives awareness around carbon emissions, ocean health and mass species extinction. As part of a comprehensive relief campaign to stop the spread of Ebola, Vulcan Productions produced the [#ISurvivedEbola](#), [Unseen Enemy](#) and [Body Team 12](#), which won the Tribeca Film Festival award for Best Documentary Short. Together with Morgan Spurlock's Cinelan, Vulcan Productions produced [We The Economy](#), a digital film series designed to deepen public understanding of the U.S. economy, which won the Webby Award. Other awards garnered by Vulcan Productions projects include the George Foster Peabody Award, the Emmy Award, the Grammy Award, Wildscreen Panda Award and the Sheffield Doc/Fest Green Award. Acclaimed films and series from the Vulcan Productions group also include [Girl Rising](#), [Success at the Core](#), [Hard Candy](#) and [The Blues](#).

For media inquiries regarding Vulcan Productions contact:  
Julia Pacetti, JMP Verdant, [julia@jmpverdant.com](mailto:julia@jmpverdant.com), 917.584.7846

### **RACING EXTINCTION** **Film Subjects (in Alphabetical Order)**

#### **DR. CHRISTOPHER W. CLARK**

Dr. Christopher W. Clark, an engineer and biologist, is the Imogene Johnson Senior Scientist in the Bioacoustics Research Program at the Cornell Lab of Ornithology and in the Department of Neurobiology & Behavior at Cornell University. He also works as a subject matter expert for Marine Acoustics, Inc. and as Chief Marine Scientist with Planet OS. Chris's research has concentrated on animal acoustic communication with a particular interest in the application of advanced acoustic technologies for scientific conservation of endangered species, from tiny birds to giant whales. He has pioneered the application of distributed ocean listening systems for understanding the spatial and temporal occurrences of whales at ocean-basin scales. As part of these large-scale acoustic projects, Dr. Clark and his research teams have developed advanced models by which to quantify ocean noise variability as a result natural biotic and abiotic, commercial shipping and energy exploration sound sources. What has evolved through this process is a new, ecologically-based paradigm for evaluating and measuring biological risks to species of interest at both the individual and population levels. When asked what he does, his answer is simple: "I listen to the living world!"

#### **CHARLES HAMBLETON**

Charles was born in Miami, Florida. His father worked for Pan American Airlines, so he grew up all over the world. He studied English at Roanoke College in Virginia and Environmental Microbiology at University of Vermont. He moved to Boulder, Colorado to play music and recorded and toured extensively. Leaving the music business in 1991, he moved to London, and then to Antigua, West Indies where he still resides.

Charles has worked as a dive master, commercial diver and sailor with treasure hunter Scott Mitchen. Together they have discovered numerous wrecks around the Caribbean and began to salvage old growth

hardwood from the Great Lakes. He is a re-breather diver, has a private pilots license and a 200 ton Yacht Master ticket.

Back in Antigua, he worked on many commercials and local film productions as well as with the Marine Department on location for the *Pirates of the Caribbean* movies. Charles met Louie Psihoyos in Antigua and for more than 10 years, worked with Louie on many photography assignments as well as the Award-winning documentary *The Cove*.

### **SHAWN HEINRICH**

Shawn is an Emmy Award-winning cinematographer, photographer, scuba diver, and marine conservationist. An independent filmmaker and founder of Blue Sphere Media, a production company specializing in underwater, adventure and conservation films, he has acquired considerable first-hand knowledge of the oceans most important marine areas. He has worked with leading film and journalist teams including CNN's Anderson Cooper, Yann Arthus Bertrand, Dan Rather, and National Geographic and delivered projects for many of the top marine conservation organizations including WildAid, Shark Savers, Conservation International, The Nature Conservancy and Pew Environment Group. Teaming up with John Weller, the two are creating a global film series to raise awareness and support campaigns for marine conservation. In partnership with Jim Abernethy, the duo are creating films about sharks and other charismatic marine life, and our connection to these magnificent creatures.

As an investigative conservation journalist, Shawn has gone undercover to expose stories in some of the most remote or challenging locations and his work has provided a rare view of the people and some of the more disturbing elements of the endangered species trade. His investigative footage and images have been used as centerpieces for documentaries and campaigns reaching hundreds of millions of people. In his drive to spread the word, Shawn has published numerous conservation articles and given presentations on marine conservation to audiences across the globe.

Key areas of Shawn's conservation focus include ending the global slaughter of sharks, protecting manta and mobula rays, and establishing marine protected areas. He is a key member of team that has been creating marine protected areas in Raja Ampat, the heart of the Coral Triangle. As part of a special coalition, he is working to establish shark sanctuaries and shark fin legislation across the Pacific, Southeast Asia and the Caribbean. Recent wins in Raja Ampat, Hawaii, Saipan, Bahamas, and Guam attest to the importance of this endeavor. And as Project Lead for Manta Ray of Hope, the team has launched a global study, campaign, and documentary to address severe and escalating threat to manta and mobula rays. Shawn serves on the International Board of WildAid, on the Board of Shark Savers, is an Associate Director of Manta Trust, and an Associate Fellow of the International League of Conservation Photographers (iLCP).

### **PAUL HILTON**

Paul is a Hong Kong-based conservation photojournalist, who focuses on global environmental and conservation issues. Presently, he is working on the palm oil issue; documenting deforestation, land clearing, and the wildlife trade in Sumatra, Indonesia and across Asia.

Paul previously followed the manta ray trade across the world and set up the Manta Ray of Hope project to document the plight of the great rays and investigating and the use of gill rakers in traditional Chinese medicine in Hong Kong, Macau, and Southern China in partnership with WildAid and Manta Trust. He also spent years in fishing markets and on the high seas following the long-lining fleets from Taiwan, China, Philippines, and Indonesia, documenting the shark fin trade.

Paul's endeavors to bring about urgent change in the way we treat our surroundings, have taken him to all parts of the globe. In early 2009, he traveled to Sri Lanka to document a newly discovered blue-whale migration, from the Bay of Bengal to the horn of Africa in the Arabian Sea. Seven years ago, he started working for Greenpeace International, focusing on a variety of marine issues, from bluefin tuna to satellite tagging of humpback whales in the Pacific. Late in 2012, he was sent to the Maldives and Indonesia to document one of the only true sustainable pole-and-line tuna fisheries in the world.

Paul has received numerous awards for his conservation photography, including awards in the Asian Geographic Best of the Decade series, for conservation photography and photojournalism. He also won the Ark Trust Award for exposing bear bile farming in China, for Animals Asia Foundation. His photos were published in the book, *Black Market*, which deals with the wildlife trade in Asia, and included investigative photojournalism in the wild-animal markets and theme parks of China.

In 2009, Paul became a member of the prestigious International League of Conservation Photographers, and in 2010 launched his first book, highlighting the global Shark-Finning industry, *Man & Shark*. In 2012 he won a World Press Photo award for his body of work on the Shark Fin issue and his image, 'End of Sharks', was awarded Wildlife photographer of the year that year. In 2014 his image 'Sea of Death' shot while working along side Ocean Preservation Society on the shark fin trade in Hong Kong and China was awarded Wildlife Photographer of the year.

### **LEILANI MÜNTER**

Leilani Münter is a biology graduate turned professional race car driver and environmental activist. Discovery's Planet Green named Leilani the #1 Eco Athlete in the world. She is a recipient of *ELLE* Magazine's Genius Award and *Sports Illustrated* named her one of the top ten female race car drivers in the world. Leilani races in the ARCA Series, a development league of NASCAR. She is the fourth woman in history to race in the Indy Pro Series, the development league of IndyCar. She has 9 top fives and 19 top ten finishes in 49 starts. Since 2007, Leilani has been adopting an acre of rainforest for every race she runs. She uses her race car to spread environmental awareness among 75 million race fans in the USA. Many of Leilani's cars promote renewable energy but some are raising awareness for wildlife conservation. She drove *The Cove* race car at Daytona in 2012 and a *Blackfish* race car at Talladega Superspeedway in 2014. Leilani sits on the Board of Advisors of The Solutions Project, a non-profit organization dedicated to accelerating the transition to 100% renewable energy. Leilani, an almost lifelong vegetarian, has been vegan since 2011. Off track, Leilani drives a 100% electric Tesla Model S and with the solar panels on her house, she is driving on the power of sunshine. Her motto: Never underestimate a vegan hippie chick with a race car. Leilani's website is <http://carbonfreegirl.com>.

### **HEATHER RALLY**

Heather Dawn Rally is a veterinarian specializing in wildlife medicine and ecosystem health. Born and raised on the beautiful coast of California, Rally learned from a very young age that two things would always be a fundamental part of her life: the ocean and animals. While pursuing a degree at the University of California at Santa Barbara, Rally began working as a veterinary technician at a local dog and cat clinic. While these years in the hospital helped motivate her to pursue a career in veterinary medicine, they also exemplified the fact that her passion, potential, and happiness were not completely fulfilled by the traditional hospital environment.

Before entering veterinary school, Rally discovered marine mammal and wildlife medicine, fields that allowed her to pursue her two greatest passions simultaneously. Throughout veterinary school, Rally had the privilege of working with a wide variety of marine species, including everything from dolphins and seals to sea turtles and coral reefs. While studying their ailments and nursing them back to health she quickly learned that our ocean ecosystems are suffering all across the globe and largely at the hands of mankind. This awakening that led to her involvement in both direct-action and campaigning for animal welfare issues and ecosystem conservation, including undercover operations, public outreach, and documentary film.

Dr. Rally currently works as a veterinarian in the Captive Animal Law Enforcement department of the PETA Foundation. With PETA, Rally reviews and advises on specific cases of abuse and neglect of captive exotic wildlife, including marine mammals, lions, tigers, bears, and elephants in roadside zoos, circuses, and similar captive-animal exhibits. The position requires traveling around the country to assess potential cruelty cases, develop and secure improvements in care, and assist in rescuing and relocating animals to forever homes at reputable sanctuaries.

## **JOEL SARTORE**

Joel Sartore is a photographer, speaker, author, teacher, conservationist, National Geographic Fellow, and a regular contributor to *National Geographic Magazine*. Joel specializes in documenting endangered species and landscapes in order to show a world worth saving. He is the founder of The Photo Ark, a multi-year documentary project to save species and habitat. In his words, "It is folly to think that we can destroy one species and ecosystem after another and not affect humanity. When we save species, we're actually saving ourselves."

Joel has written several books including *RARE: Portraits of America's Endangered Species*, *Photographing Your Family* and *Nebraska: Under a Big Red Sky*. His most recent book is *Let's Be Reasonable*. In addition to the work he has done for *National Geographic*, Joel has contributed to *Audubon Magazine*, *Time*, *Life*, *Newsweek*, *Sports Illustrated* and numerous book projects.

Joel and his work are the subjects of several national broadcasts including *National Geographic's Explorer*, *the NBC Nightly News*, *NPR's Weekend Edition* and an hour-long PBS documentary, *At Close Range*. He is also a regular contributor on the *CBS Sunday Morning Show with Charles Osgood*.

## **TRAVIS THRELKEL**

Travis Threlkel thrives on creating things that have never been done before, both in scale and concept, directing his passion, experimental drive, and ideas to push the boundaries of creativity and technology. Threlkel founded Obscura Digital in 2000, where he currently drives the creative vision as Chief Creative Officer, while leading a team of 60 people. Travis Threlkel works with executive leadership from top companies in the world, leading government agencies, and innovative entertainment acts. Threlkel is the go-to person for inventing original technologies and techniques and for using advanced applications of new technologies, with complex technical treatments of software and visual content. Travis stays inspired by generating new ideas that create awe-inspiring moments often with techniques and technologies that don't exist... yet.

### **Obscura Digital**

Obscura Digital is the creative and technical collaborator with OPS, having a specific role in developing new strategic techniques for large-scale environmental campaigning in the film *RACING EXTINCTION*.

## **MOBILE PROJECTION VEHICLE**

Obscura's founder Travis Threlkel, a creative technologist and visual artist, has been conspiring with documentary director Louie Psihoyos since 2011. Threlkel had the ideation for a mobile projection vehicle that would become an icon for the environmental scene.

The vision manifested in the form of an environmentally sustainable, high performance Tesla car, which Obscura transformed and equipped with a robotic video projection system that deploys out of the back window and is controlled by a joystick, three different lenses, an electroluminescent paint job by Darkside Scientific, disappearing license plate, interactive tools for live projections, custom engineered power mobile power systems, and custom media.

The undercover mobile eco-projection vehicle creates the opportunity for Louie, Travis and race car driver Leilani Münter to be able to quickly get in and out of places, giving them the flexibility of being able to show up and set up at any given location before people even know what's happening and get out before getting caught.

One of the challenges was designing a mobile projection system that enables video content to work on variable architectural surface areas, without having the ability to map the space ahead of time, nor being able to design content that works with a specific space.

As a solution, Obscura's team designed a custom video projection system with on-the-fly controls for rotation, scaling, stretching, masking and letterbox correction in order to compensate for in-the-field corrections that allows them to illuminate just about any surface area.

The idea is to use this mobile projection system to juxtapose some of the meaningful locations with environmental messages in iconic ways. As an example, projecting toxic chemical symbols onto the actual vapor plumes from oil refineries, something that has never been done before. Visual media content is activated from hand-held mobile devices and connected to the projector via an in-car.

Obscura designed this non-invasive, ephemeral tactic to spread environmental messaging and visuals on symbolic landmarks and public spaces, city by city, with new locations and techniques that will be revealed as the project evolves. There is a lot more to come with what Obscura and OPS are conspiring to do.

### **ABOUT OBSCURA DIGITAL**

Obscura is a creative technology studio specializing in the design and execution of immersive, interactive and multi-sensory experiences worldwide. Since our beginning in 2000, we set convention aside to create entirely new encounters with light, image, sound, and motion. Obscura works with the world's most forward-thinking companies, governments, museums, real estate developers, and public institutions to reimagine how they interact with their audiences. We're always exploring how sensory moments can be inseparable from their environments. Architecture and public spaces should have experiential technology written in their genetic code, as a way to animate and inform. That's how we envision what we do. Obscura's diverse team innovates, conceptualizes, designs, and creates award-winning experiences worldwide. Obscura is a Certified Green Business with offices in San Francisco, New York, and Stockholm.

### **OBSCURA TEAM CREDITS**

**Travis Threlkel**, Chief Creative Officer

**Chris Houchin**, Executive Producer

**Barry Threw**, Director of Software

**Jacob Stevens**, Software Development

**Tom Sepe**, Interactive Hardware Design

**Hoss Ward**, Fabrication and Design

**Patrick Vigorito**, Fabrication

**OBSCURA PRESS CONTACT:** Mia Hanak: 415-637-0525, [press@obscuradigital.com](mailto:press@obscuradigital.com)

**PRESS RELEASES**

**DISCOVERY CHANNEL ACQUIRES ALL GLOBAL RIGHTS  
TO BROADCAST ACADEMY AWARD-WINNER LOUIE PSIHOYOS'S  
"RACING EXTINCTION" TO AUDIENCES AS A WORLDWIDE TELEVISION EVENT  
LATER THIS YEAR**

**Discovery Will Air the International Event in the U.S.  
and Over 220 Countries and Territories**

**The Documentary Will Also Have a 10 Market U.S.  
Theatrical Run and Special Event Screenings**

**February 10, 2015 (New York, NY)** Discovery Channel announced today that they have acquired the domestic and international distribution rights to broadcast Academy Award®-winning director Louie Psihoyos's documentary ***RACING EXTINCTION*** to a global audience after its world premiere at The 2015 Sundance Film Festival.

Discovery, the #1 distributed TV brand in the world, will premiere ***RACING EXTINCTION*** in all of its 220 international markets across the world. In addition to the deal with Discovery, the documentary will have a 10 market, U.S. theatrical run and special event screenings, details will be announced shortly. Following the broadcast premiere, ***RACING EXTINCTION*** will be available on other non-linear platforms including Video On Demand.

"This is a historic deal that will bring ***RACING EXTINCTION***

to over 220 countries and territories across the world and not only entertain the hell out of audiences, but move the needle in keeping the planet environmentally stable for all,” said **Fisher Stevens, Producer.**

“**RACING EXTINCTION** is a gripping and important film by some of our best storytellers,” said **Rich Ross, President of Discovery Channel U.S.** “We hope that by harnessing the power of Discovery with its worldwide television premiere we can ignite global awareness and provoke a movement to save so many endangered species from extinction.”

In the groundbreaking documentary **RACING EXTINCTION**, director Louie Psihoyos and the group behind the Academy Award®-winning film **THE COVE**, assembles a team of artists and activists on a new undercover operation to expose the hidden world of endangered species and the race to protect them against mass extinction. Spanning the globe to infiltrate the world’s most dangerous black markets and using high tech tactics to document the link between carbon emissions and species extinction, the documentary reveals stunning, never-before seen images that truly change the way we see the world. **RACING EXTINCTION** will be the catalyst for a larger, ongoing campaign that unites people to work collectively toward reduction of carbon emissions and the prevention of species extinction. Paul G. Allen’s Vulcan Productions is on board to develop and execute this ongoing impact campaign, educational initiative and metrics surrounding impact.

“This project has aspirations to get as many people as possible to see the film and to inspire them to take action - a very high bar, but with our team, coupled with the power and reach of Discovery Channel worldwide, I am confident we can achieve this audacious goal,” said **Louie Psihoyos, Director.** “**I am thrilled to be working with everyone connected to this project - it’s a documentary filmmaker’s dream.**”

“The message of Louie Psihoyos’ **RACING EXTINCTION** is so important to survival as we know it”, said **John Hoffman, Executive Vice President, Documentaries and Specials, Discovery Channel.** “**Every person on the face of the earth needs to see this film.**”

“We’re delighted to have Discovery Channel as a broadcast partner for **RACING EXTINCTION** as their immense global audience will allow us to extend our reach in all facets of this campaign,” said **Carole Tomko, General Manager and Creative Director of Vulcan Productions.** “Discovery’s dedication to sharing this film with their viewers will bring awareness of mass extinction to the global media stage and inspire audiences worldwide to take action through an emotional connection to nature.”

“Climate change and ocean acidification have a profound impact on species all over the planet,” said **Olivia Ahnemann, Producer.** “With Discovery Channel bringing this film to the forefront, we have an incredible opportunity to turn the tide on extinction.”

“To release **RACING EXTINCTION** to the entire world on the same day is a dream come true. With this, we will unite the world on these issues and come together to work for a healthy ocean and a healthy planet,” said **Dieter Paulmann, Executive Producer and Founder of Okeanos – Foundation for the Sea.**

The deal was negotiated by John Sloss of Cinetic Media, on behalf of the filmmakers, with John Hoffman, Executive Vice President of Documentaries and Specials, Discovery Channel.

**Link to Trailer:**

"Racing Extinction" Official Festival Trailer

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**DISCOVERY CHANNEL'S "RACING EXTINCTION"**  
**FEATURES TWO ORIGINAL SONGS FROM ACADEMY AWARD® NOMINATED**  
**COMPOSER J. RALPH, SIA AND ANTONY**

***"One Candle" written and performed by J. Ralph and Sia***  
***"Manta Ray" written and performed by J. Ralph and Antony***

**July 30, 2015 (New York, NY) RACING EXTINCTION**, which premieres globally on Discovery Channel December 2<sup>nd</sup> at 9PM ET/PT, features two original songs created by the film's Academy Award® nominated composer and music producer, J. Ralph. Both songs are essential to the film's narrative, to the global awareness message and have been created in collaboration with two of music's most important artists.

"One Candle" is an anthemic and unifying call to action, written and performed by J. Ralph and Sia. "Manta Ray" is a hypnotic and transcendental requiem written and performed by J. Ralph and Antony (of Antony & The Johnsons). Both songs are prominently featured in the film and will be available as part of the film's soundtrack release on Rumor Mill Records.

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**ABRAMORAMA TO RELEASE 'RACING EXTINCTION' IN THEATERS THIS SEPTEMBER**

**ACCLAIMED DOCUMENTARY TO HAVE THEATRICAL DEBUT IN NEW YORK, LOS ANGELES AND SELECT THEATERS SEPTEMBER 18, 2015.**

**SOUNDTRACK FEATURING THE ORIGINAL SONGS "ONE CANDLE" WRITTEN & PERFORMED BY J. RALPH & SIA AND "MANTA RAY" WRITTEN & PERFORMED BY J. RALPH & ANTONY (OF ANTONY AND THE JOHNSONS) OUT SEPTEMBER 18, 2015.**

**AUGUST 25, 2015 (New York, NY)** --ABRAMORAMA announced today it will release Academy Award®-winning director *Louie Psihoyos's* documentary ***RACING EXTINCTION*** on Friday, September 18th in select theaters. The highly acclaimed documentary will have a broadcast premiere on The Discovery Channel December 2nd in 220 international markets across the world within a span of 24 hours.

"We are thrilled to bring **RACING EXTINCTION** to theaters this September and couldn't ask for a better partner than Abramorama," said Louie Psihoyos. "We're overjoyed to share this film with a larger audience, starting with a theatrical debut leading up to our worldwide broadcast premiere in December on The Discovery Channel." continued Psihoyos.

In the groundbreaking documentary ***RACING EXTINCTION***, Director *Louie Psihoyos* along with Producers *Fisher Stevens* and *Olivia Ahnemann* and the team behind the Academy Award®-winning film ***THE COVE*** assemble a team of artists and activists on a new undercover

operation to expose the world of endangered species trafficking and the race to prevent mass extinction. Spanning the globe to infiltrate the world's most dangerous black markets and using high tech tactics to document the link between carbon emissions and species extinction, the documentary reveals stunning, never-before seen images that truly change the way we see the world.

On August 1st in New York City, for the first time in history, the team behind **RACING EXTINCTION** held an architectural projection art event which featured towering images of endangered species on the south facade of The Empire State Building choreographed in sync to the film's original songs "One Candle" and "Manta Ray". The projection was more than 350 feet tall and 186 feet wide, covering 33 floors. The event was meant to draw attention to the creature's plight against mass extinction. Using 40 stacked, 20,000-lumen projectors on the roof of a building on West 31st Street, **Travis Threlkel founder of Obscura Digital** and **Louis Psihoyos** illuminated the night with live video projections creating a unique experience for all. The event was filmed that evening and will be incorporated into the final cut of **RACING EXTINCTION** when it hits theaters this September.

"After lighting up the Empire State Building, we're excited to light up movie screens and then television screens this December around the world", said Academy Award®-winning Producer, **Fisher Stevens**

**RACING EXTINCTION** features two original songs from the film's Academy Award®-nominated composer and music producer **J. Ralph** created in collaboration with two of music's most respected artists. "One Candle" is an anthemic and unifying call to action, written and performed by **J. Ralph & Sia**. "Manta Ray" is a haunting and transcendental requiem written and performed by **J. Ralph & Antony** (of Antony and the Johnsons). Both songs, which are prominently featured in the film, are essential to the film's narrative, to the global awareness message and will be available as part of the film's soundtrack release on Rumor Mill Records on September 18, 2015.

"Louie Psihoyos's followup to **THE COVE** is a brave, powerful and fascinating film from start to finish and we're thrilled to work with him and his team on getting it out into the world," said Abramorama President, **Richard Abramowitz**.

**RACING EXTINCTION** will be the catalyst for a larger, ongoing campaign utilizing the hashtags **#RACINGEXTINCTION** and **#StartWith1Thing** to serve as a call to action to create a global movement behind the **RACING EXTINCTION** debut.

Paul G. Allen, a co-Executive Producer of the film, and his Vulcan Productions, in partnership with Discovery and OPS, has launched the **RACING EXTINCTION** impact campaign, which will empower audiences to join the fight to save endangered species and reduce carbon emissions. The campaign will launch a portal to engage consumers on national, municipal and personal levels to drive policy and corporate change around greenhouse gases and the trade of endangered wildlife products in U.S. The film's website, [racingextinction.com](http://racingextinction.com), features rich and original content and a series of actions, including an interactive 5-day challenge that provides new tools and experiences to help families, groups and individuals to reduce their carbon footprints. As part of the impact campaign, Vulcan has partnered with Discovery Education to launch a full curriculum and virtual field trips for students around the world. With an array of dynamic content, the **RACING EXTINCTION** campaign brings the connection between carbon emissions, ocean acidification and mass extinction into sharp focus.

**Click here for photos from Projecting Change: The Empire State Building**

To get involved in the campaign and take action, please visit [www.racingextinction.com](http://www.racingextinction.com).

Follow us on Twitter [https://twitter.com/Extinction\\_OPS](https://twitter.com/Extinction_OPS), Facebook

<https://www.facebook.com/racingextinction> and Instagram

<https://instagram.com/racingextinction> #racingextinction

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