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CONTACT: Stephanie Montgomery
National Geographic
(202) 857-5838
smontgom@ngs.org

Lennart Engelhardt
Tierra Grande
+34 670 304 317
lennart@klum.se

**NATIONAL GEOGRAPHIC PARTNERS WITH MATTIAS KLUM-TIERRA GRANDE
TO BRING DYNAMIC SPEAKERS TO EUROPEAN VENUES**

WASHINGTON (Jan. 28, 2010)—*National Geographic Live*, the performing arts events division of the National Geographic Society, will partner with Tierra Grande Events and Exhibitions to make more than 50 explorers, photographers, scientists, filmmakers and journalists from its Speakers Bureau available to European venues for speaking and presentation opportunities. Using award-winning photographs and video, these modern storytellers will share compelling stories from their expeditions along with keen insights and timely reports on critical topics. Tierra Grande is a Sweden-based company, co-founded by photographer and filmmaker Mattias Klum.

“We are excited to have Tierra Grande onboard to help us extend our Speakers Bureau into broader territories,” said Andy van Duym, director of *National Geographic Live* and the National Geographic Speakers Bureau. “Our impressive roster of presenters, whether established experts or rising stars in their field, will offer European audiences a window on the world and all that’s in it.”

Among the Speakers Bureau’s most popular presenters are underwater explorer Robert Ballard, best known for his historic discovery of the R.M.S. *Titanic* in 1985; population geneticist Spencer Wells, who, through the Genographic Project, is seeking to answer the age-old questions of who we are and where we come from; paleoanthropologist Donald Johanson, who in 1974 discovered the 3.2-million-year-old “Lucy” skeleton; and Klum, designated in 2008 as a Young Global Leader by the World Economic Forum. Popular talks from other presenters include “Witnessing Change: A Call for Action,” by photographer Joel Sartore; “Sustainable Seas: The Vision, the Reality,” by underwater explorer Sylvia Earle; “Teamwork,” by polar explorer and Norway native Børge Ousland; and “Open Heart, Open Mind,” by journalist Lisa Ling.

“We see this partnership with National Geographic as a wonderful opportunity to bring even more inspiration to our clients and enhance their efforts to create change,” said Lennart Engelhardt, partner and general manager of Tierra Grande.

(OVER)

TIERRA GRANDE (PAGE 2)

In marketing the speakers in the National Geographic Speakers Bureau, Tierra Grande plans to focus initially on the Nordic region, where it already has a strong client base, and then to expand into other European countries where English is widely spoken.

Prospective European clients include corporations and NGOs seeking keynote speakers for conferences as well as performing arts venues, museums and universities that present lecture series as part of their event programming. The full roster of National Geographic speakers (www.ngspeakers.com) will be made available to these organizations, and in most cases speakers will tailor their presentations to provide more resonance for specific audiences.

Presenters that engage a National Geographic speaker through Tierra Grande will also have the opportunities to license the *National Geographic Live* brand for use in marketing the event to their audience and to develop event tie-ins with publishers of National Geographic magazine's local-language editions and with carriers of National Geographic Channels International. Marisa Lopez, Tierra Grande project manager, will serve as the National Geographic Speakers Bureau's primary European representative and booking agent.

ABOUT NATIONAL GEOGRAPHIC

National Geographic Live is a branded series of events including live concerts, films and dynamic presentations by today's leading explorers, scientists, filmmakers and photographers covering a wide range of topics including exploration and adventure; wildlife and habitat; world cultures; media and journalism; and relevant issues such as sustainability, climate change and energy conservation.

The National Geographic Society is one of the world's largest nonprofit scientific and educational organizations. Founded in 1888 to "increase and diffuse geographic knowledge," the Society works to inspire people to care about the planet. National Geographic reflects the world through its magazines, television programs, films, music and radio, books, DVDs, maps, exhibitions, live events, school publishing programs, interactive media, and merchandise. National Geographic magazine, the Society's official journal, published in English and 32 local-language editions, is read by more than 35 million people each month. The National Geographic Channel reaches 310 million households in 34 languages in 165 countries. National Geographic Digital Media receives more than 13 million visitors a month. National Geographic has funded more than 9,200 scientific research, conservation, and exploration projects and supports an education program promoting geography literacy. For more information, visit nationalgeographic.com.

(MORE)

TIERRA GRANDE (PAGE 3)

ABOUT TIERRA GRANDE

Tierra Grande was founded by photographer team Mattias and Monica Klum in 2003 with the mission of communicating and inspiring sustainable development through a variety of media-based products and programs. The company's activities and services include fine art and documentary photography, film, exhibitions, lectures, books, sustainability workshops for the business community, and social media youth forums. In 2007 its fundraising arm, Terra Magna Foundation, was established to provide economic resources to new generations of talented storytellers within the fields of photography, writing, teaching, popular science, film, dance, theater and music, as well as to companies or organizations that act in accordance with the aims of the foundation. Tierra Grande is headquartered in Uppsala, Sweden.

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For Booking Inquiries:

Marisa Lopez

Project Manager, Tierra Grande

Agent, National Geographic Speakers Bureau

Tel: +34 670 434 893

E-mail: marisa@klum.se