



ANIMAL PLANET INTERNATIONAL AND TIGRESS DRAW ATTENTION TO THE PROTECTION OF PRIMATES WITH “GOING APE”

CANNES, 8 October 2006 – Animal Planet International, the world’s foremost animal entertainment brand, today announced that it has commissioned leading independent factual producer Tigress Productions to produce **Going Ape**, an edgy new 13x30 minute series about the protection of primates against loggers and bush meat traders. The series will premiere on Animal Planet International in the UK in November and in Europe, Asia and Canada in 1Q07.

Going Ape is the story of 50 chimpanzees, 26 gorillas, seven baboons and four mandrills that have been orphaned by the bush meat trade in the West African country of Cameroon. Logging, funded by European countries, has deprived thousands of apes and other primates from their homes in Cameroon, and allowed poachers in to kill them for meat. The young primates featured in the series face an uncertain future unless Rachel Hogan and the team of vets and volunteers, who form the Cameroon Wildlife Aid Fund, can get to them first.

“**Going Ape** is conservation in action. The program furthers Animal Planet International’s commitment to present the complexities of environmental issues through inventive formats that inform, engage and inspire audiences around the world,” said Rebecca Batties, Executive Vice President, Creative Development and Brand Management, Discovery Networks International.

Jeremy Bradshaw, Executive Producer at Tigress Productions said, “**Going Ape** is about saving apes where they should be saved – on the frontline in Africa. The fast-paced action will have viewers on the edge of their seats and will hopefully raise awareness of the illegal trade of gorillas and chimpanzees.”

A UK-registered charity, the Cameroon Wildlife Aid Fund runs the Mvog-Betsi zoo and Mefou National Park in Cameroon, in conjunction with the Cameroon government. The mission of the fund is to ensure Cameroon's primates have a healthy future. Working with the government, local communities and other ecological groups around the world, the group works to educate people on the amazing diversity of wildlife in Cameroon, and explain exactly how and why it should be protected.

Set against the exotic backdrop of the Cameroon rainforest, *Going Ape* is executive produced for Animal Planet International by Mark Wild and series produced by Tony Mouldsdale for Tigress Productions.