



## FACT SHEET

### **BACKGROUND NATIONAL GEOGRAPHIC WORLD'S SMART CITIES DOCUMENTARY**

National Geographic Channel (NGC) "World Smart Cities" documentary is an unprecedented exploration of the world's cities to showcase destinations where technology, talent and innovation are creating new urban environments that will emerge as leading cities in the 21st century.

A strong technology sector, local innovators, green practices, smart public planning and an unparalleled quality of life is why San Diego was selected by the National Geographic Channel as **the only U.S. city to be featured** in a "World's Smart Cities" documentary. The film is currently scheduled to air in more than 60 countries in late April and May 2015.

Cities were considered based on a number of factors – size of population, demographics/cultural diversity, livability, economy and business climate, educational institutions, leadership, community among other factors.

San Diego was one of 18 cities worldwide that were originally chosen to be featured as a "World's Smart Cities." Other cities already featured in a documentary include Bucharest, Adelaide and Durban.

### **EVENTS**

The San Diego Tourism Authority and the San Diego Regional Economic Development Corporation with key partners are hosting special events in San Diego (April 21<sup>st</sup>), Washington, DC (April 30<sup>th</sup>), London (May 6<sup>th</sup>) and Tokyo (May 20<sup>th</sup>) to further educate business, hospitality, education and civic leaders and investors on San Diego's dominance in areas including genomics, stem cell research, unmanned aerial systems, IT, communications, tourism and more.

### **DOCUMENTARY CONTENT**

The documentary runs one hour, including commercials, and highlights San Diego as a "smart" city of the 21<sup>st</sup> Century combining our unique lifestyle, creative talent and technological innovation.

Segments include:

- Rob Quigley, local architect, discusses the revitalization of the once-blighted downtown area into a dynamic urban center, set against the new San Diego Central Library, which he designed.
- San Diego International Airport in downtown connects San Diego to the world with nonstop flights to 59 destinations including London via British Airways and Tokyo via Japan Airlines.
- The colorful neighborhoods of Little Italy and Barrio Logan highlight the rich history, diversity and multi-cultural offerings within San Diego, one the most ethnically diverse cities in the U.S.
- Su-Mei Yu, local chef, discusses the city's culinary scene, defined by high-quality fresh produce found in 6,000 sustainable small farms and influenced by its rich multi-cultural makeup.
- Neva Parker, director of laboratory operations at White Labs, brings attention to San Diego's 100 craft breweries through the development of brewer's yeast, a key ingredient in brewing.
- Troy Sears, sailing captain, highlights San Diego Bay: a working port, recreational playground and home to the U.S. Navy's Pacific Fleet, and where the blue whale has recently made a comeback.
- Jimmy Spithill, Australian-born two-time America's Cup winner, discusses why he has lived in San Diego; he states, "It has a vibrant feel, pace and energy, but (it's) not overwhelming. It's the relaxed lifestyle."
- Rob Machado, professional surfer, discusses San Diego's healthy, outdoor lifestyle and brings attention to the city's beautiful beaches and a local surf clinic for kids with disabilities.
- Jim Avery, senior vice president of San Diego Gas & Electric, a Sempra Energy utility, discusses the Smart Grid which increases significantly the use of renewable energy and helps manage the city's power.
- The Unified Port of San Diego's working waterfront includes a portfolio of world-class commercial real estate, maritime and public uses. Its Tenth Avenue Marine Terminal is highlighted for a shore-power system that improves air quality and reduces greenhouse gas emissions by allowing cargo vessels to "plug in" rather than run diesel engines while in port.
- Stephen Mayfield, professor of biology at the University of California, San Diego, explains how his consortium of academic researchers is collaborating with industry to help make biofuels from algae a commercially viable transportation fuel in the future.

- Rick Klausner, chief medical officer at Illumina, discusses the transformation of human health with new products that enable researchers to explore DNA at an entirely new scale, and help them understand gene variations associated with health and disease.
- Navrina Singh, program leader, shares how the Qualcomm® Thinkabit Lab™ provides students from all cultural and socio-economic backgrounds in San Diego with access to hands-on experiences in engineering in a classroom that is equal parts engineering lab and art studio.
- George Guerra, unmanned aircraft expert, discusses how the Northrop Grumman built NASA Global Hawk conducts missions around the world to study scientific and environmental phenomena in depth, which may be too difficult or dangerous for manned missions.
- Todd Schmitt, senior veterinarian, discusses SeaWorld's Zoological Stem Cell Bank Initiative which contributes to the scientific advancement of stem cell use in marine species and has the potential to replace drugs in the treatment of many chronic diseases, especially in older animals.

### **NATIONAL PROGRAMING**

The program will air Saturday, April 25, 8-9 a.m., and Saturday, May 2, 8-9 a.m., on the National Geographic Channel in the United States.

### **INTERNATIONAL PROGRAMMING**

The program will be broadcast in more than 60 different countries, including the following key international markets:

- **Australia:** May 7, 6:30 pm; May 10, 12 noon; May 12, 10:30 am; May 15, 2:30 pm; May 19, 8:30 am
- **Brazil:** May 8, 9 pm, May 9, 3 pm; May 17, 1 pm; May 23, 6:30 pm; May 25, 3 pm
- **China:** May 22, TBD
- **France:** May 9, 6:30 pm, May 11, 11:55 pm, May 14, 8:40 am, May 17, 12:50 pm, May 23, 10:20 am
- **Germany:** May 5, 11:55 pm; May 6, 10:05 am; May 8, 9:15 am; May 9, 2:25 pm; May 10, 8:25 am; May 11, 1:45 pm; May 13, 9:15 am; May 14, 8:25 am
- **Italy:** May 4, 5 pm; May 8, 6 pm; May 9, 10 am; May 11, 12 noon; May 16, 10 am
- **Japan:** May 10, 8 pm; May 15, 4 pm; May 19, 8 am; May 20, 3 pm; May 24, 7 pm
- **Korea:** May 6, 7 pm; May 7, 8 am; May 9, 11:15 am; May 10, 12 noon; May 13, 10 am
- **Russia:** May 4, 5 pm; May 8, 11:25 am; May 9, 6 pm; May 10, 8:50 am; May 11, 11:25 am

- **Spain:** May 5, 6:10 pm; May 10, 9:30 am; May 16, 11:15 am; May 20, 6:10 pm; May 24, 10:20 am
- **United Kingdom:** May 8, 5 pm; May 9, 8 am; May 10, 9 am; May 10, 12 midnight; May 11, 8 am

Total international households reached are approximately 247 million.

#### **ADDITIONAL NATIONAL GEOGRAPHIC CHANNEL MARKETING EFFORTS**

- The program will also be promoted to National Geographic Channel Facebook Fans. NGC is the number 2 media brand on Facebook with over 50 million fans.
- The accompanying vignette campaign will be included on a magazine digital tablet, international edition – which has 500,000 subscribers.

#### **SAN DIEGO HASHTAGS**

- #SmartCities #SanDiego and tag @NatGeoChannel when possible

#### **PARTNERS OF THE DOCUMENTARY**

- San Diego Tourism Authority/San Diego Tourism Marketing District
- San Diego Regional Economic Development Corporation
- City of San Diego
- County of San Diego
- Legler Benbough Foundation
- Malin Burnham
- Northrop Grumman
- Port of San Diego
- Qualcomm Incorporated
- San Diego County Regional Airport Authority
- The San Diego Foundation
- SeaWorld San Diego
- Sempra Energy
- University of California, San Diego

#### **ABOUT NATIONAL GEOGRAPHIC CHANNELS INTERNATIONAL**

National Geographic Channels International (NGCI) inspires viewers through its smart, innovative programming that questions what we know, how we view the world and what drives us forward. A business enterprise owned by National Geographic Ventures and FOX Entertainment Group, NGCI contributes to the National Geographic Society's commitment to exploration, conservation and education through its various channels: National Geographic Channel, National Geographic Channel HD, Nat Geo Wild, Nat Geo Wild HD, Nat Geo People and Nat Geo Mundo. Globally, National Geographic Channel (including NGC U.S., which is a joint venture of NGV and Fox Cable Networks Group) is available

in more than 440 million homes in 171 countries and 45 languages. For more information, please visit [www.natgeotv.com](http://www.natgeotv.com).