

MEDIA RELEASE  
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## Discovery's Annual SHARK WEEK Television Event Marks 20th Anniversary with Unprecedented 45 Hours of Jawtastic Programming, July 5-12

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- **Bigger and earlier than ever before, Discovery Canada celebrates its 20th anniversary event for SHARK WEEK –**
- **SHARK WEEK programming includes 22 hours of premieres with primetime lineup airing day-and-date with Discovery U.S. and additional content to premiere in August –**
- **DAILY PLANET to anchor Discovery's SHARK WEEK with comprehensive shark-themed story lineup –**
- **Discovery once again partners with Nissan for unique content integration –**

"You can run, but you can't escape **SHARK WEEK** on Discovery Canada... Be afraid." – *Postmedia News*

"It's back and bite me if you dare to shrug it off – **SHARK WEEK** is upon us." – *The Globe and Mail*

"Featuring the biggest and coolest sharks imaginable..." – *Montreal Gazette*



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**TORONTO (June 15, 2015)** – Lurking below the surface, the silent hunters are back for summer’s highly anticipated annual TV event, Discovery’s **SHARK WEEK!** Celebrating its 20<sup>th</sup> anniversary and making waves earlier than ever before, **SHARK WEEK** pushes off into the deep blue beginning **Sunday, July 5 through Sunday, July 12** on Discovery. This year’s unprecedented lineup features more content, more hours, and more sharks than any previous **SHARK WEEK**, with primetime scheduling airing day-and-date with Discovery U.S. complementing a wide range of original Canadian content. In addition to the eight jaw-dropping nights in July, Discovery is introducing extra **SHARK WEEK** programming in August, making 2015 the “Summer of the Shark”.

**\*\*Media Note\*\*** Photography for “Shark Week 2015” available online at [BellMediaPR.ca](http://BellMediaPR.ca).

The following are highlights from **SHARK WEEK** (*Note: all programming subject to change; some scheduling to be announced*):

### **SHARK WEEK ON DAILY PLANET**

**Sunday, July 5, to Friday, July 10 at 7 p.m. ET/4 p.m. PT**

Co-hosts [Ziya Tong](#) and [Dr. Dan Riskin](#) return to anchor Canada’s **SHARK WEEK** on [DAILY PLANET](#). Featuring dozens of original shark science stories and content from nearly every inch of the world’s oceans, each episode spotlights the world’s biggest, most enigmatic species of sharks – the megamouth, goblin shark, edestus shark, angel shark, tiger shark, and much more. Highlights from the week’s story lineup includes an unbelievable capture of a great white; a dive down under to meet the “alien of the deep”; an introduction to “Shark Girl”, Madison Stewart; the Usain Bolt of

sharks; a trip to Bimini, Bahamas with Andy Brandy Casagrande, a shark cameraman who captures the world's closest encounters; and a hunt in Québec to find the world's deepest and unknown sharks. (Note: a detailed announcement with **DAILY PLANET's** best day-by-day highlights will soon be issued.)

### **ALIEN SHARKS: CLOSE ENCOUNTER**

The third installment of the fan favourite series **ALIEN SHARKS** features shark researcher and scientist Paul Clerkin as he heads back into the deepest and darkest unexplored oceans, armed with technology that brings him up close and personal with some of the most incredible and unusual sharks on the planet. Filmed off the eastern coast of Taiwan, a 20-foot mega mouth shark is tagged with a pop-up satellite tag.

### **BRIDE OF JAWS**

Researchers and scientists search for “Joan of Shark”, the largest female great white shark ever tagged.

### **ISLAND OF THE MEGA SHARK**

Shark experts Jeff Kurr, Andy Casagrande, and Dickie Chivell travel to the volcanic Pacific island of Guadalupe to search for one of the largest great white sharks ever recorded using new technologies and innovative methods.

### **MONSTER MAKO**

Scientists outfit a mako shark with cameras in order to unlock and reveal the mysteries of their swift, immediate, and otherwise unseen world in the Gulf of Mexico. A rare sighting is caught on film as a mako shark breaches the waters during the expedition.

### **NINJA SHARKS**

Researchers explore six sharks with unique adaptations that have evolved over millions of years, making them the most lethal hunters in the sea.

## **SHARKS OF THE SHADOWLAND**

Divers in New Zealand tag a seven gill shark for the first time ever, as they are charged with protecting and saving a pristine underwater environment. The seven gill shark, which has seven gills compared to a normal five, is seen hunting and thriving in its natural habitat like never before.

## **RETURN OF THE GREAT WHITE SERIAL KILLER**

Shark experts Ralph Collier and Brandon McMillian search for answers on a series of great white shark attacks that have occurred with clocklike precision every two years in Surf Beach, California. With two fatal attacks in 2010 and 2012, the experts question if the same shark will attack again, and why.

## **SHARK AFTER DARK**

Award-winning film director, producer, writer, and actor Eli Roth hosts the third consecutive year of this popular **SHARK WEEK** staple, featuring celebrity guests, shark fans, and shark experts. Additionally, the **SHARK WEEK** vault is opened as Roth takes a look back at highlights from previous years.

## **SHARK CLANS**

Rodney Fox and his team dive with, tag, and track great white shark clans as they begin moving closer to Australia's shores.

## **SHARK ISLAND**

Shark experts race to determine what is causing the latest string of deadly bull shark attacks, hoping to find the answers to prevent more vicious attacks.

## **SHARK PLANET**

All-new footage captures incredible shark behaviour, hunting habits, social interactions, courtship, and growing up. Using the latest 4K and high-speed camera technology, more than 13 shark species

from across the globe are filmed like never before with the most up-to-date technology.

## **SHARK TREK**

Massachusetts' senior marine fisheries marine biologist, Dr. Greg Skomal, tags great white sharks off the coast of Cape Cod in an attempt to determine their swim patterns after leaving the New England coast. As patterns point to the Southern U.S., Dr. Skomal attempts to uncover why the Florida coast is the new hotspot for these great whites.

## **TIBURONES: THE SHARKS OF CUBA**

American and Cuban scientists join forces in a search for great white sharks in an unexplored area of the world, untouched by man for decades. Filmmaker Ian Shive and a team of shark researchers head to Havana to witness the 21-foot great white named "El Monstruo", and are able to electronically tag a rare species of shark for the first time ever.

In addition to the week-long event, for the first time ever, Discovery will continue its shark-themed programming through August, turning 2015 into a summer-long celebration dubbed the 'Summer of the Shark', with special presentations of **SHARKNADO 1** and **SHARKNADO 2**, and the Discovery premiere of **SHARKNADO 3**. And celebrating the most wonderful time of the year on Discovery is a themed **SHARK WEEK Collection** beginning **July 3** on [CraveTV](#), including titles such as **HOW SHARKS HUNT**, **I ESCAPED JAWS**, **SHARKZILLA**, **GREAT WHITE HIGHWAY**, and more.

Discovery is proud to announce the return of Nissan Rogue as the lead partner of **SHARK WEEK**, building off of last year's [campaign "In Search of Canada's Rogue Shark"](#). This summer, Nissan Rogue journeys to Baie-Comeau, Québec to join Jeffery Gallant, founder of GEERG (Greenland Shark and Elasmobranch Education and Research Group) on an expedition to uncover the elusive greenland shark. A half-hour special of the expedition will make its television debut in August, on Discovery. Shark aficionados are invited to participate in a Twitter conversation with Discovery and Nissan throughout **SHARK WEEK**, with the chance to win an exclusive Canadian shark experience. And new for this year, Marvel has also signed on as a **SHARK WEEK** sponsor to promote the theatrical release of *Ant-Man* which opens on July 17.

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**About Discovery:**

The world is just awesome! With compelling real-life programming that inspires and entertains, Discovery reveals the world in all its wonder, diversity and amazement. As Canada's #1 entertainment specialty channel, Discovery offers a signature mix of adrenaline-charged stories, larger-than-life personalities and vivid imagery for viewers with curious minds. With the best non-fiction programming from Canada and around the world, Discovery captures the excitement of a passion for life – one lived fully and at its most extreme. With exceptional and immersive storytelling, the channel offers in-depth, behind-the-scenes glimpses at the extraordinary people and places that shape our world. Launched in Canada in 1995, Discovery is now available in more than eight million Canadian homes. Discovery is offered in standard definition (SD) and high definition (HD) simulcast – for viewers who want an even bigger and bolder experience. Discovery Canada is a joint venture between Bell Media, which is owned by BCE Inc. (TSX, NYSE: BCE), Canada's largest communications company, and Discovery Communications Inc. Find more information and interactive online features at [Discovery.ca](https://Discovery.ca).