

# Nat Geo celebrates Earth Day with ourHOME campaign

Issued by [The Walt Disney Company Africa](#)

16 Apr 2024

The Walt Disney Company and National Geographic have announced a new global cross-platform campaign, **ourHOME**, timed to coincide with Earth Month, this April. The campaign will spotlight efforts internally and externally that help protect, restore and celebrate **ourHOME** by highlighting creators, storytellers and cast members for their contributions.



For over a century, Disney has created stories that celebrate the wonders of the world we all share. And for more than 136 years, National Geographic has been synonymous with inspiring a deeper connection to our world. This year, these two powerful legacies are coming together to celebrate this beautiful planet we call home and the power within each of us to create change for the better.

**ourHOME** will bring compelling stories to the forefront, including highlighting efforts being undertaken as part of Disney Planet Possible, our commitment to taking meaningful and measurable action to support a healthier planet for people and wildlife. A new digital series will be released spotlighting three Disney Planet Possible stories with National Geographic talent visiting Walt Disney World Resort to see the work firsthand.

Disney+ marks the occasion with the launch of an **ourHOME** content collection, featuring some of the very best storytellers and content creators celebrating the planet, including the critically acclaimed series **Queens**, **A Real Bug's Life**, **Incredible Animal Journeys**, along with the full library of **Disneynature** films.

Additionally, on Earth Day, 22 April 2024, the latest instalment of Nat Geo's Emmy® Award-winning **Secrets Of...** franchise, **Secrets of the Octopus**, narrated by Paul Rudd, will premiere on Disney+ and on National Geographic Wild. The full series will broadcast from 18:00 (DStv 182, StarSat 221). View the trailer [here](#).



Streaming on Disney+, Disneynature's all-new feature film **Tiger**, narrated by Priyanka Chopra Jonas, will journey alongside a young tigress raising her rambunctious cubs in the fabled forests of India, also from 22 April. View the trailer [here](#).



A dedicated **ourHOME** television spot, featuring the voice of **Morgan Freeman**, will air throughout the month across the Disney owned television stations, on social media feeds and selected digital platforms across South Africa.

Additionally, the **ourHOME** Digital Series, will be available on Nat Geo Africa's digital feeds, highlighting Disney Planet Possible stories with Alex Honnold (Free Solo) visiting Walt Disney World to learn more about how the company's solar arrays not only provide renewable electricity but also provide habitat for bees and other pollinators; Mariana Van Zeller (award-winning journalist) visiting Walt Disney World to learn more about the recycling efforts at the parks, specifically related to the glass pulverizing initiative; and Dr. Vernard Hodges and Dr. Terrence Ferguson (The Critter Fixers) visiting Disney's Animal Kingdom Theme Park at Walt Disney World to learn about wildlife care and conservation success stories

at the park (along with some cute baby animals!).

"National Geographic is one of the most beloved and trusted global brands with a combined social media following of more than 750 million people. We harness this reach to remind people that the world is an amazing and miraculous place, filled with beauty, awe and wonder," said Courteney Monroe, president, National Geographic. "This Earth Month, we hope, by sharing this passion, that we can also inspire others to protect, restore and celebrate our home."

"Disney is committed to putting possibility into practice and inspiring optimism for a brighter, cleaner and more environmentally sustainable future," said Yalmaz Siddiqui, vice president, Environmental Sustainability, The Walt Disney Company. "We hope the **ourHOME** campaign with Nat Geo helps bring greater awareness of the beauty and majesty of our planet to audiences everywhere."

▪ **National Geographic honours WWII soldiers of colour with 2 new specials** 16 May 2024

▪ **Disney Jr.'s Ariel to make a splash on Disney Junior this June** 14 May 2024

▪ **Trafficked Underworlds with Mariana van Zeller premieres this May** 30 Apr 2024

▪ **Nat Geo celebrates Earth Day with ourHOME campaign** 16 Apr 2024

▪ **Nat Geo profiles photographers in new series** 12 Mar 2024

#### [The Walt Disney Company Africa](#)



The Walt Disney Company has been in Europe, Middle East and Africa (EMEA) for over 80 years and employs thousands across the region.

[Profile](#) | [News](#) | [Contact](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>