



NEWS RELEASE

For Immediate Release

Agency Contact:

Deborah Jacobs

310 467 7300

[Debbiek@excitations.com](mailto:Debbiek@excitations.com)

## **Top Ten affordable and unforgettable Discovery Experiences for the holidays**

*Lingering economic uncertainty has shoppers searching for meaningful gifts*

With holiday retail spending expected to grow only 2.2% (National Retail Federation survey), consumers are searching for gifts that are memorable and life enhancing, as well as affordable. The recent economic gloom has only accelerated the trend towards more Americans rejecting material goods or “I wantism” and giving life experiences as meaningful gifts this holiday.

Making experience gift giving easy and exceptional for online shoppers, Discovery Communications has introduced [Discovery Experiences](#), designed to evoke the sense of adventure, exploration, and fun found in Discovery Channel programming. Starting at \$50 and up, there is an affordable and exciting array of experiences to match each viewer’s passion and interest – from a wolf watch experience to skydiving, and from digging for dinosaur fossils to a walking photo safari.

“Even though I’m watching my budget this season, I am willing to spend on gifts that bring joy to my family and friends,” says Kelly Moore, owner of a consulting business in McLean, Virginia. “I love giving experiences because there’s this fun surprise element and months later I’m still hearing stories about the great gift.” With family on the east and west coast and in Texas, Moore plans to shop online this year and give Discovery Experiences that match the interests of her parents, 22 year old son and other family members.

Another way to make gift giving more economical is to give an experience suited for a couple or one for the whole family. “A grandfather could share a [fly fishing lesson](#) with his grandson, or a family could explore behind-the-scenes at the aquarium – these memories will last a lifetime,” says Julie Robertson, vice president of licensing at Discovery. “There’s an experience for every budget and every person on your list – and each one delivers memories that are priceless.”

**Ten amazing gifts for \$100 and under.** Go to [www.DiscoveryExperiences.com](http://www.DiscoveryExperiences.com) for even more impressive gift ideas.

1. **Their spirits will soar** – [Indoor Sky Diving](#) (from \$95)
2. **Bulls eye for couples** – [Intro to Archery for Two](#) (from \$55)
3. **Howling good time** – [Wolf Watch Experience for Two](#) (from \$50)
4. **A gift with the greatest of ease** – [Flying Trapeze](#) (from \$55)
5. **Speedy gift idea** – [Ultimate Stock Car Ride Along](#) (from \$95)
6. **Picture perfect** – [Walking Photo Safari](#) (from \$60)
7. **Fire up their imagination** – [Antique Fire Engine Tour](#) (from \$55)
8. **Enhance well being** – [Private Yoga Sampler](#) (from \$85)
9. **Go with the flow** - [Guided Kayak and Snorkel Adventure](#) (from \$80)
10. **Easy for you, great choices for them** – **Choice Packages** (from \$75)

[DiscoveryExperiences.com](http://DiscoveryExperiences.com) offers a user friendly website that provides detailed descriptions of all experiences, organized in 11 easy to browse categories. Each experience gift is delivered in an elegant red keepsake box. E-Card and Print Now delivery options are also available as eco-friendly alternatives, saving shipping costs and reducing packaging.

### **About Discovery Communications**

Discovery Communications is the world's number-one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, TLC, Animal Planet, Science Channel, Investigation Discovery and HD Theater, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services including [HowStuffWorks.com](http://HowStuffWorks.com). Discovery Communications is owned by Discovery Holding Company (NASDAQ: DISCA, DISCB), Advance/Newhouse Communications and John S. Hendricks, Discovery's founder and chairman. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

### **About Excitations**

Excitations, the premier gifting company offering unique life experiences, is the exclusive provider of Discovery Experiences. Providing best in-class customer service, from gift delivery to booking services, Excitations ensures that each Discovery Experience will be an experience of a lifetime. As featured on NBC's "Today" and CBS's "The Early Show," more information can be found at [www.excitations.com](http://www.excitations.com).