



FOR IMMEDIATE RELEASE:

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John Hendricks Launches Curiosity Project to Engage the Lifelong “Curious at Heart”

Thought leaders in science, technology, civilization and the human spirit gather for Curiosity Retreats before an exclusive audience in Colorado during May 18-23 and July 20-25, 2014 to share leading-edge knowledge available online to the Curiosity Club.

SILVER SPRING, MD — February 10, 2014 / PRNewswire — Imagine the progress and innovation we could achieve if we never lost our curiosity about the world around us – possibilities would remain limitless. John Hendricks founded the Discovery Channel and Discovery Communications* to revolutionize television entertainment and the way people think about science and the world around them. Hendricks today announced Curiosity Project, his new, personally funded venture to build a new educational initiative for a new age bringing audiences “deep dive” content in science, technology, civilization and the human spirit.

Curiosity Project

The mission of Curiosity Project, being pioneered by Hendricks, is enormous yet simple: to transform fundamentally the way we understand the world around us, the way we teach each other, and the way we learn. Over the next year, the Curiosity Project will unfold as a multi-platform blend of initiatives that include Curiosity Retreats and the Curiosity Club.

Curiosity Retreats

The inaugural Curiosity Retreat gatherings (www.curiosityretreats.com) will bring together eight renowned experts including Dr. Deepak Chopra, Dr. Michio Kaku, and Sheryl WuDunn, with influential, accomplished, fundamentally curious knowledge seekers to personally engage in the

debates shaping our world. The retreats will be held May 18-23 and July 20-25, 2014 at Gateway Canyons Resort & Spa in western Colorado (www.gatewaycanyons.com). Curiosity Retreats will be limited to 70 attendees who each pay a tuition fee that in part helps sponsor the work and travel of the expert speakers.

At the retreats, luminaries will engage the participants in lectures on topics as diverse as the Origins of the Universe; the Brain; the Future of Health and Wellness; the Internet and Nanotechnology; Modern China; and Middle East and Global Security. Culinary arts, media, music and photography will also be an integral part of each retreat. Unlike a large conference, Curiosity Retreats will include small breakout sessions, or “precepts,” which will allow participants to converse and interact directly with speakers. Our attendees will be treated to technology exhibitions and experiences. Tesla Motors will be creating a special display and driving experience for the 2014 attendees of Curiosity Retreats. Given that the retreats will be held in one of North America's most spectacular driving locations, the Tesla experience will be a unique opportunity.

2014 Curiosity Retreat Speakers & Topics

Dr. Vint Cerf, Vice President and Chief Internet Evangelist, Google
"The Future of the Internet"

Dr. Deepak Chopra, Author, Physician, Founder of the Chopra Foundation & Chopra Center for Wellbeing
"Journey into Enlightenment"

Ambassador Henry Crumpton, Chairman and CEO, Crumpton Group LLC
"The Middle East and Global Security"

Dr. Robbert Dijkgraaf, Director and Leon Levy Professor, Institute for Advanced Study
"Frontiers of Science"

Dr. K. Eric Drexler, Chief Technical Advisor, Nanorex; Academic Visitor in Residence, Oxford University
"The Future of Nanotechnology"

Dr. Nancy Etcoff, Assistant Clinical Professor at Harvard Medical School;
Director of the Program in Aesthetics and Well-Being, Massachusetts
General Hospital
"The Science of Happiness"

Dr. Michio Kaku, Henry Semat Professor of Theoretical Physics, City
College of New York
"The Future of the Mind and Beyond"

Dr. Lisa Randall, Theoretical Physicist; Frank B. Baird, Jr. Professor of
Science, Harvard University
"Discovery in Cosmology and Particle Physics"

Dr. Rudolph Tanzi, Joseph P. and Rose F. Kennedy Professor of
Neurology, Harvard University; Director of the Genetics and Aging
Research Unit, Massachusetts General Hospital
"Super Brain"

Sheryl WuDunn, Pulitzer Prize-winning Former *New York Times* Reporter;
Business Executive
"Modern China"

Beginning in 2015, institutional partners of the Curiosity Project, such as major public and private universities, will be invited to co-develop Curiosity Retreats that are designed for university governing bodies and affiliated groups. These partner-customized Curiosity Retreats will feature top faculty experts whose presentations and "deep dive" interviews will be captured and available online globally to members of the Curiosity Club.

Curiosity Club

The second unique initiative of Curiosity Project will be the online Curiosity Club where insights from the retreats and original content from the Curiosity Project Studio will create a rich repository on the Internet. Hendricks described this as "your own lifelong resource to satisfy curiosity - with no boundaries except the limits of the human mind." The site will become a new home for enduring dialogues on the significant questions and debates of our time.

Gateway Canyons Resort & Spa

Gateway Canyons Resort & Spa is a luxury 72-unit destination resort and spa in western Colorado. The resort is owned by Hendricks Private Holdings, LLC and was developed to host corporate, foundation, and family retreats in one of North America's most inspiring natural canyon landscapes.

Why Curiosity Matters

"In my career I have learned that people are deeply curious about the world, the universe beyond, and the course of our human civilization," stated John Hendricks, Founder of Curiosity Project LLC. "Their curiosity was ignited during childhood and remains a lifelong driving force in their lives. The mission of the Curiosity Project is to provide a place where the most inquisitive among us can gather to learn from the world's leading experts and to capture that content in a fashion that can be shared economically online with the world."

Supportive Statements

"My cat watches me brushing my teeth with a curiosity so intense it makes me self-conscious. Our year-old granddaughter studies my face with the concentration and curiosity of a seasoned building inspector. There was a time when curiosity ensured survival. Maybe it still does. I am captivated by the Curiosity Project because our future may very well depend on our success in nurturing and sustaining—for a lifetime—the natural curiosity with which we first look out onto the world."

- **Glenn Close**, Actress, Activist and Curiosity Project Advisory Board member

"There is a great power in a 'place' for learning where impactful face-to-face interactions can flourish. For the lifelong curious, Curiosity Retreats will offer the kind of deep insights only possible by knowledge gained through personal dialogue, a well-proven process that has been the hallmark of learning through the centuries."

- **Dr. John DeGioia**, President of Georgetown University and Curiosity Project Advisory Board member

"It is more important than ever to engage citizens on the value of basic scientific research that advances our understanding of our planet and the Universe. The goal of the Curiosity Project is to engage a substantial portion of the world's population in an effort to broaden the comprehension of key mysteries that are being unlocked every day. In addition to advancing our human understanding, many of these discoveries offer new pathways for our civilization to progress and prosper."

- **Dr. Robbert Dijkgraaf**, Director and Leon Levy Professor, Institute for Advanced Study, and Curiosity Project Advisory Board member

"Science is the engine of prosperity, and curiosity is the rocket fuel which drives science. The Curiosity Project captures the spirit, enthusiasm, and wonderment of the curious mind as it grapples with the mysteries of nature and opens up entirely new panoramas. By attending Curiosity Retreats, you will thrill to the excitement felt by the leaders in the arts and sciences as they ponder the eternal questions that have enlightened and haunted us since the beginning of time."

- **Dr. Michio Kaku**, Henry Semat Professor of Theoretical Physics, CCNY, and Curiosity Project Advisory Board member

"Curiosity is at the heart of all of our strivings to understand the earth, life, and the intricate workings of the Universe. Curiosity Retreats and the online Curiosity Club are designed to nurture a lifelong curiosity about the great questions in science, technology, medicine, and the humanities...the answers to which hold great promise for the continued advancement of our civilization. In addition to inspiring curious youth, the Curiosity Project aims to enlighten citizens of all ages so that our society's valuable investments in basic science and technology research are fully understood and widely appreciated."

- **Dr. William E. Kirwan**, Chancellor, University System of Maryland

"Over the last two decades, I have had the pleasure of closely observing the work by John Hendricks in using the global reach of Discovery Communications* to educate through linear television. Now, he wants to provide a depth of knowledge and understanding only possible through personal interactions in a retreat setting and through long-form, interactive content best suited for Internet distribution to that portion of the world's population who are deeply 'curious at heart.' I am so excited to be part of this journey."

- **Jim Phillips**, Chairman and CEO of NanoMech and Curiosity Project Advisory Board member

"Solving the world's challenges in food production, energy development, and environmental stewardship will depend on following our deepest curiosities into solutions that can make a difference. Only if we 'dive deep' into the mysteries of the oceans, for example, can we understand the threats to this most critical ecosystem of our planet. The Curiosity Project allows us to assemble around the great questions of our time and to globally distribute resulting new insights."

- **David Shaw**, Managing Partner, Black Point Group and Curiosity Project Advisory Board member

"For decades my 'day job' has been to try to answer one of humanity's oldest questions - Are we alone? As such, I've had a license, granted to all too few of us: to be curious about absolutely everything, all the time, for pay! It takes a cosmos to make a human. Trying to understand exactly how we came to be here, and whether similar processes might have produced other intelligent occupants of this universe is endlessly challenging and steeped in curiosity. Whether humanity will indeed have a long future is part of this same big question, and Curiosity Retreats will offer an opportunity to delve into many different aspects of our future and our past, with experts who will devote their time and energy to trying to satisfy our curiosity."

- **Dr. Jill Tarter**, Co-Founder of the SETI Institute and Curiosity Project Advisory Board member

Additional Information

Twenty individuals from the worlds of academia, industry, and the arts have joined the Curiosity Project Advisory Board to provide wisdom on topics,

speakers, partnerships, and online content distribution. Advisory Board Members include John Seely Brown, Co-Chairman, Deloitte's Center for the Edge; Dr. Vint Cerf, Vice President, Google; Glenn Close, Actress and Activist; Dr. John DeGioia, President, Georgetown University; Dr. Robbert Dijkgraaf, Mathematical Physicist and String Theorist, Director of the Institute for Advanced Study; Bran Ferren, CEO and Co-Founder, Applied Minds; Don Henley, Recording Artist, Co-Founder of the Eagles and Founder of the Walden Woods Project; Dr. Michio Kaku, Theoretical Physicist, CCNY; Michael Keller, Chief University Librarian, Stanford University; Dr. William E. Kirwan, Chancellor, University System of Maryland; Jack Leslie, Chairman, Weber Shandwick; Wynton Marsalis, Artistic Director, Jazz at Lincoln Center; Wayne Pacelle, President and CEO, The Humane Society of the United States; Jim Phillips, Chairman and CEO of NanoMech; Paul Saffo, Managing Director of Foresight, Discern Analytics; Dr. Rick Satava, Professor Emeritus of Surgery, University of Washington Medical Center; David Shaw, Managing Partner, Black Point Group; Rick Smolan, Founder, Against All Odds Productions; Dr. Jill Tarter, Astronomer and Co-Founder of the SETI Institute; and Michael Weber, Founder of MindLab.

* The new venture is an initiative of Curiosity Project LLC (the Curiosity Project), a subsidiary of Hendricks Private Holdings, LLC (HPH) owned by John Hendricks. Other than certain content and trademark licensing agreements, HPH and Discovery are not affiliated; the products and services of the Curiosity Project are independently funded and operated.

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