



LEONARDO
DICAPRIO
FOUNDATION

NETFLIX

“Don’t Look Up”
Media Kit

Leonardo DiCaprio Bio

Leonardo DiCaprio is an Academy Award-winning actor, having starred in some of the highest-grossing films of all time. In 2007, he released his first documentary, *The 11th Hour*, which featured fifty world leaders discussing climate change and solutions. In 2014, DiCaprio began producing environmental documentaries like *Virunga* and *Cowspiracy: The Sustainability Secret*. He has also produced two short web films *Water Planet* and *Global Warming* to show the public urgency on these issues. DiCaprio always wanted to star in a film about climate change and his role in Netflix's *Don't Look Up* helped bring media attention to environmentalism.



DiCaprio founded the Leonardo DiCaprio Foundation (LDF) in 1998 to promote environmental awareness and build partnerships with world leaders and climate activists. As a child, DiCaprio wanted to be a marine biologist but decided to pursue acting instead. Now, he uses his fame, platform, and money to bring much-needed attention to climate issues. DiCaprio's Instagram page is dedicated to environmental and conservation information for his 50 million followers to learn from. LDF brings attention and funding to Wildlands Conservation, Oceans Conservation, Climate Change, Indigenous Rights, Transforming California, and Innovative Solutions through grantmaking, public campaigns, and media initiatives. LDF has awarded over \$80 million in grants to over 200 projects across 50 countries and all seven continents.

In 2014, DiCaprio was appointed to the United Nations as an ambassador for climate change and was awarded the Clinton Global Citizen Award for his philanthropic work. UN Secretary-General Ban Ki-Moon chose him as a Messenger of Peace because of his environmental work.

DiCaprio serves on the board of the World Wildlife Fund, Natural Resources Defense Council, National Geographic's Pristine Seas, Oceans 5, and the International Fund for Animal Welfare. In 2016, DiCaprio traveled to Indonesia to criticize their slash-and-burn forest clearing techniques and opposed the Dakota Access Pipeline with Mark Ruffalo.

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The Leonardo DiCaprio Foundation (LDF)

The History and Evolution of the Organization

Being fiercely passionate about preserving the environment and its inhabitants led Leonardo DiCaprio to establish his foundation in 1998. The foundation's mission has always been to protect the Earth's last wild places and the vulnerable wildlife threatened by extinction. Their first monumental accomplishment was initiating their first large-scale conservation grant in 2010. They were able to donate \$1 million to a project in partnership with the World Wildlife Fund that focused on the conservation of tigers in Nepal. Although grantmaking is one of the foundation's key strategies, they also utilize public campaigns and media initiatives to draw attention to the most concerning and notable environmental issues. Their goal is to execute real solutions that will help to replenish our suffering ecosystems as well as to ensure the long-term health of all living organisms. In order to acknowledge all of the different environmental issues, LDF targets six program areas - Wildlands Conservation, Oceans Conservation, Climate Change, Indigenous Rights, Transforming California, and Innovative Solutions.

The Relevance of Their Mission

There is visible evidence pointing to the fact that many of our environments have become toxic and inhabitable. Climate change has gotten progressively worse over time, there has been a great loss of biodiversity, and we have seen a rise in human health issues. According to the Leonardo DiCaprio Foundation, we have lost one-third of the world's wildlands, 50% of all vertebrate land animals, and one-third of the world's coral reefs since 1970. LDF recognizes that this is no longer sustainable and is dedicated to preventing the further suffering of our environment.

LDF Impact and Work

LDF has implemented and supported projects to expand protected areas on land and in oceans, grassroots and indigenous organizations striving for sustainable solutions at the local level, along with having established a generous grants program. They have awarded upwards of \$80 million in grants since 2010, helping to fund more than 200 projects in 50 different countries across the globe. LDF values proactive collaboration and loyal partnerships with individuals who are just as committed to the issues at hand in order to facilitate optimal results.

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FOR IMMEDIATE RELEASE

Leonardo DiCaprio Raises Awareness for Climate Change Alongside Don't Look Up Release

BEVERLY HILLS, Calif., Dec. 1, 2021 – Leonardo DiCaprio announces that he is raising awareness for climate change and environmentalism in the days leading up to the release of “Don’t Look Up.” Through the Leonardo DiCaprio Foundation (LDF), which DiCaprio founded to protect vulnerable wildlife from extinction, DiCaprio and his team launch a new campaign in support of climate change, an ethical and political topic explored in “Don’t Look Up.”

Founded in 1998, DiCaprio established his foundation with the mission of protecting the world’s last wild places. LDF implements solutions that help restore balance to threatened ecosystems, ensuring the long-term health and well-being of all Earth’s inhabitants. Since that time, LDF has worked on some of the most pressing environmental issues of our day—including wildlife and ocean conservation, climate change, and indigenous rights—and continues to find new environmental causes to create solutions for.

“I have been worried about species loss ever since my parents hung a reproduction of Bosch’s Garden of Earthly Delights above my crib. The climate crisis is an issue constantly on my mind, and this film ‘Don’t Look Up’ forces a different narrative to hopefully cause audiences to reevaluate their own stake in this crisis. In support of this cause, a percentage of the film’s revenue will go towards LDF’s critical environment programs,” says DiCaprio.

In director Adam McKay’s latest project, the highly-anticipated Netflix film “Don’t Look Up”, DiCaprio plays scientist Dr. Randall Mindy alongside Jennifer Lawrence. The satirical science fiction film explores the scenario of an impending comet about to destroy the planet. Aside from its star-studded cast, the film tackles issues with capitalism, classism, and climate change. “Don’t Look Up” releases in theaters on Dec. 10, 2021 and will be available to stream on Netflix on Dec. 24, 2021.

About Leonardo DiCaprio Foundation

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time the Leonardo DiCaprio Foundation (LDF) has worked on some of the most pressing environmental issues of our day.

About Netflix

Netflix, Inc. is an American subscription streaming service and production company. Launched on August 29, 1997, it offers a library of films and television series through distribution deals as well as its own productions, known as Netflix Originals.

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LEONARDO DICAPRIO FOUNDATION

Started by Leonardo DiCaprio in 1998, the Leonardo DiCaprio Foundation (LDF) is rooted in protecting Earth's vulnerable wildlife and advocating for environmental rights. LDF supports innovative projects that protect endangered wildlife from extinction and aim to restore threatened ecosystems and communities. The foundation consists of six program areas: Oceans Conservation, Climate Change, Wildlands Conservation, Transforming California, Indigenous Rights, and Innovative Solutions. Through media initiatives, public campaigns, and grantmaking, Leonardo DiCaprio Foundation funds and brings needed attention to the six program areas.

Mission statement: The Leonardo DiCaprio Foundation is dedicated to the long-term health and wellbeing of all Earth's inhabitants. Through collaborative partnerships, we support innovative projects that protect vulnerable wildlife from extinction, while restoring balance to threatened ecosystems and communities.

Programs:

Wildlife & Landscape: Scaling projects protecting critical eco-regions around the world and connecting isolated islands of habitat to restore threatened wildlife populations.

Marine Life & Oceans: Aiming to help protect 30% of the world's oceans by 2030 through expanding and creating marine protected areas.

Climate Change: Focused on increasing ambition to tackle the climate crisis by promoting the best climate solutions, like transitioning to 100% renewable energy.

Environment Now California Program: Supporting local efforts through Environment Now statewide program to promote the transition to fully sustainable water, food, forests, and energy.

Media, Science and Technology: Helping to bring conservation and grassroots environmentalism into the 21st century through the latest in technological innovation and cutting-edge media.

Indigenous Rights: Funding indigenous-led programs to map and monitor native territories, promote public advocacy efforts, develop sustainable livelihoods, and defend land rights.

Annual budget: \$15-20 million in grants

Legal status: Leonardo DiCaprio Foundation is a 501(c)(3) organization, with an IRS ruling year of 2016, and donations are tax-deductible.

Ways to help: Donate to various of the six LDF programs, get involved and informed about projects, volunteer, or tell others!

Contact information:

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In Netflix's latest sci-fi black comedy film "Don't Look Up", two low-level astronomers Kate Dibiasky and Dr. Randall Mindy make a groundbreaking discovery about a catastrophe level comet on a path of direct collision with Earth. Alongside the daunting task of trying to save the world, they confront a bigger problem: the fact that no one seems to care. The two embark on a media tour that takes them from a morning show hosted by Jack and Brie, to the office of President Orlean and Chief of Staff, Jason. With the world's opinion divided on the comet, and only six months until impact, it's a race against time to get the world to just look up! Jennifer Lawrence plays Kate, Leonardo DiCaprio stars as Dr. Mindy, Meryl Streep takes on the role of President Orlean, Jonah Hill is Jason, Cate Blanchett plays Brie, and Tyler Perry is Jack. Directed/written by Adam McKay and produced alongside Kevin Messick, the film will launch with a limited theatrical release on December 10, 2021, and be available in most Netflix markets through streaming on December 24, 2021.

Title: "Don't Look Up"

Category: Comedy

U.S. Premiere: Friday, December 10, 2021
Netflix streaming release on Friday, December 21, 2021

Run Time: 138 minutes

Production Length: 6 months

Location: Boston, MA

Directors: Adam McKay

Producers: Adam McKay, Kevin J. Messick

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Screenplay by: Adam McKay

Story by: Adam McKay, David Sirota

Social Media:
Twitter: @dontlookupfilm
Instagram: @dontlookupfilm
Hashtag: #DontLookUp

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FOR IMMEDIATE RELEASE

Media Advisory

“Don’t Look Up” Premiere Event Alongside Leonardo DiCaprio Foundation

What: Leonardo DiCaprio, Jennifer Lawrence, Meryl Streep, and the rest of the A-list cast of the upcoming film “Don’t Look Up” will be holding a premiere event for family, members of LDF, and the press. Both members of the foundation and the cast will be open to interviews and photo ops.

Who: Netflix and the Leonardo DiCaprio Foundation will be co-hosting the premiere to bring further awareness to the climate crisis. In joining these activities, the press has been invited to attend the premiere on Sunday, December 5th, 2022, from 5:00 pm to 6:30 pm on the red carpet.

Where: Jazz at Lincoln Center

10 Columbus Cir, New York,
NY 10023

Opportunities: All cast members, as well as director Adam McKay will be available on the red carpet of the “Don’t Look Up” film premiere for interviews and photo opportunities to select press representatives. As founder of LDF, DiCaprio will be available to comment on the film’s relation to the climate crisis and the foundation’s contribution to the cause.

About Leonardo DiCaprio Foundation: In 1998, Leonardo DiCaprio established his foundation with the mission of protecting the world’s last wild places. LDF implements solutions that help restore balance to threatened ecosystems, ensuring the long-term health and well-being of all Earth’s inhabitants. Since that time the Leonardo DiCaprio Foundation (LDF) has worked on some of the most pressing environmental issues of our day.

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