



IN 100 YEARS,
FIFTY PERCENT
OF ALL SPECIES
COULD BE GONE.



RACING EXTINCTION

Viewing and Discussion Guide

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Introduction & About the Guide

There's something happening in our world today, and we can't afford to ignore it any longer. Species on Earth are going extinct 1,000 times faster than they naturally should. This hasn't happened for more than 60 million years, but today, the facts are unavoidable. This mass extinction event is happening, mankind is causing it, and if we don't act now, it's going to be too late. The good news? We know what we have to do to stop it. All we need now is the will.

You and your friends will be a part of the millions of people around the world who have watched Racing Extinction. Audiences have joined together to watch, learn, discuss, and act. This discussion guide will help you along the way.

With this discussion guide, you and your friends/family can discuss and better understand the stories in the film, and how we can protect species and their habitats, decrease carbon emissions and work together for much needed change. This guide provides context for the topics brought up in the film, offers provoking questions to spark dialogue and debate, and tips on how to host a successful screening. It also gives action items for viewers who want to get involved, encouraging viewers to #StartWith1Thing to make small changes in their lives that will have a huge impact on the world.

About the Film

Scientists predict that humanity's footprint on the planet may cause the loss of 50% of all species by the end of the century. We believe we have entered the sixth major extinction in Earth's history, following the fifth great extinction which took out the dinosaurs. Our era is called the Anthropocene, or "Age of Man," because evidence shows that humanity has sparked a cataclysmic change of the world's natural environment and animal life. Yet, we are the only ones who can stop the change we have created. The Oceanic Preservation Society (OPS), the group behind the Academy Award-winning film *THE COVE*, is back with the new groundbreaking documentary *RACING EXTINCTION*. Joined by new innovators, OPS brings a voice to the thousands of species teetering on the very edge of life.

This highly charged, impassioned collective of activists is out to expose the two major threats to endangered wild species across the globe. The first comes from the international wildlife trade, and the bogus medicinal cures and tonics that are marketed to the public at the expense of creatures who have survived on this planet for millions of years. The second threat is all around us, hiding in plain sight. It is a hidden world of carbon emissions and acidified oceans that are incompatible with existing animal life. It is a world, revealed with state-of-the-art photographic technology, that oil and gas companies don't want us to see.

About the Film

Director Louie Psihoyos has crafted an ambitious mission to clearly and artfully pull into focus our impact on the planet, while inspiring us all to embrace the solutions that will ensure a thriving, biodiverse world for future generations.

Director's Statement

As a child I used to deliver papers for the Dubuque Telegraph Herald and at 17, I got my start in making images in their photo department. In my 20's, I became a photographer for National Geographic. Now, I find myself in a race alongside other environmentalists to save a planet that is losing species at a rate not seen since a comet hit 65 million years ago.

Film can still be the most powerful weapon in the world — a weapon of mass construction. I'm interested in radically changing how people perceive a documentary by making it entertaining and using narrative filmmaking conventions. In our new film, RACING EXTINCTION, we used the highest quality production values and a collective of environmental activists to raise awareness of the issue.

With this project, I want to tackle the most important problem the world has ever faced, the epic loss of biodiversity. By combining a compelling film and a groundbreaking activation campaign, we want to create a movement for change.

How to Host a Viewing Party

Planning

- i) **How to Watch:** You can purchase the film here:
<http://lionsgateathome.com/racing-extinction>
- ii) **Film Length:** The film is 96 minutes long so make sure to leave ample time to watch and discuss.
- iii) **Plan a Time:** Although the film is not regularly showing on the Discovery Channel, you can watch it at your convenience after purchasing the film. Choose a time when your family and friends are relaxed and comfortable.
- iv) **Promotion and Social Media:**
 - 1) Follow Racing Extinction on Facebook, Twitter, and Instagram.
 - 2) Post about the film to in your social networks. You can find sample social media messages here: <http://thesocialpresskit.com/racingextinction>
 - 3) Create a Facebook Event for your screening and invite your friends directly
 - 4) Email - Personal emails work great! Invite friends and family by using images and text from our social press kit:
<http://thesocialpresskit.com/racingextinction/>
- v) **When You Host:**

Feel free to print this guide or have it on a laptop, iPad etc. so your guests can see it and follow the conversation online with **#RacingExtinction** and **#StartWith1Thing**

How to Throw a Green Party

THINK LOCAL

The most environmentally friendly ingredients are ones that don't come with a large carbon footprint. Check out your local farmers markets for fresh, in-season organic fruits and veggies.

DECORATE NATURALLY

Instead of cut flowers, try organic potted plants or herbs that guests can take home after the party. Or purchase a baby tree from a local nursery to use as a living, breathing carbon-absorbing centerpiece. Wrap it in layers of burlap and place on a cake stand to get the conversation started. You can also place colorful fruit in glass bowls to add eco-friendly color to your decor.

TABLEWARE

Reusable plates, cups, and utensils are the greenest choice. But if you expect a large group, there are "eco-disposable" options made from renewable, biodegradable and even recycled materials. Or serve finger foods and skip the utensils completely. (See menus.) Avoid plastic straws unless they're made of biodegradable materials.

WINE & BEER

Choose organic and local options when possible.

NON-ALCOHOLIC DRINKS

Aluminum is an easily recyclable material, so choose cans of soda instead of drinks in plastic bottles. (And, according to Environmental Defense, it takes 95 percent less energy to recycle an aluminum can than to create a new can from raw materials.) Brew shade-grown organic coffee as it doesn't require cutting down trees and therefore doesn't deplete rain forests or disturb the habitats of birds and other species. Or, offer organic herbal teas. Reuse old wine or beverage bottles to serve tap water, filtered if necessary.

Source: <http://www.epicurious.com/archive/entertaining/partiesevents/greenentertaining>

RECYCLE

Don't forget to put out clearly labeled recycle containers to make it easy for guests to do the right thing!

LEARN MORE:

<http://www.marthastewart.com/effortless-ways-to-host-an-eco-friendly-party>

<http://thechalkboardmag.com/easy-holiday-ideas-eco-friendly-celebrity-parties>

<http://life.gaiam.com/article/15-ways-green-your-holiday>

<http://www.festivitiescatering.com/host-eco-friendly-green-party-st-patricks-day/>

<http://mashable.com/2013/12/17/susty-party/#iZZPfNdNnSqK>

Green Cocktails

VEGAN | ORGANIC

GREEN BEE

- 2 oz. Blue Ice Organic Wheat Vodka
- 1 oz. agave nectar
- 1 oz. lemon juice
- 5 mint leaves
- Garnish: lemon zest

DIRECTIONS: Tear mint into a shaker. Add ice, vodka, agave nectar, lemon juice, and shake vigorously. Strain into a cocktail glass and garnish with an organic lemon.

TERRA VERDE

- 2 oz. Prairie Organic Vodka
- 1 oz. lime juice
- 1 oz. simple syrup
- 2 slices of green apples
- 1 in. of organic celery stalk
- Garnish: orange slice

DIRECTIONS: Muddle celery and green apples in a cocktail shaker. Add vodka, syrup and lime juice. Shake vigorously and strain into a martini glass. Garnish with an orange slice.



Hummus & Crudité Shooters

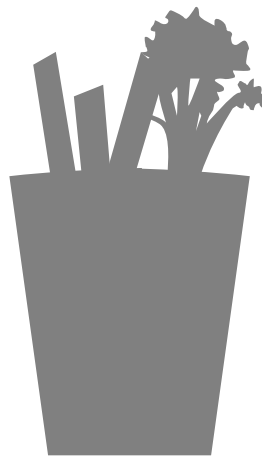
NOTE: If you have an assortment of small glasses (most shot glasses are a bit too small), use them here — a mix can look charmingly eclectic. If using different glassware, adjust quantities of hummus and crudités accordingly; aim for about 1 tablespoon hummus for 5 small crudités, scaling up or down to fill out the glass.

3/4 cup your favorite hummus

An assortment of crudités, such as:

- baby carrots
- breakfast radishes
- sliced bell peppers
- cucumber spears
- endive leaves
- green beans
- asparagus stalks
- celery sticks

DIRECTIONS: Carefully add about a tablespoon of hummus to the bottom of a glass. Using a spoon, swirl it in the bottom of the glass to create an even layer. For the neatest presentation, wipe down any hummus smudges on the side of the glass with a paper towel dampened with white vinegar (vinegar will cut through the fat in a way water won't). Arrange crudités in the glass, putting an assortment of vegetables in each glass.



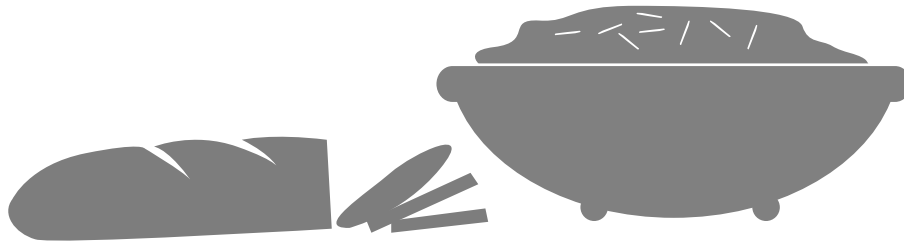
White Bean Dip

NOTE: Pair this dip with a baguette. Slice a baguette 1/2 inch thick, brush with olive oil, and cook in a 350-degree oven until lightly toasted.

SERVINGS: 6

- 2 cans (15.5 ounces each) cannellini beans, rinsed and drained
- 3 tablespoons extra-virgin olive oil, plus more for drizzling
- 1 to 2 tablespoons red-wine vinegar
- 1/4 cup water
- 2 teaspoons finely chopped fresh rosemary
- Coarse salt and ground pepper

DIRECTIONS: In a food processor, combine 2 bean cans (15.5 ounces each) rinsed and drained, 3 tablespoons oil, 1 to 2 tablespoons vinegar and 1/4 cup water. Process until smooth, adding more water if necessary. Add 2 teaspoons finely chopped rosemary and pulse until combined. Season with salt and pepper and transfer to a serving bowl and drizzle with a little oil.



Peanut Butter Balls

VEGAN | ORGANIC | NO BAKE | RAW

NOTE: These peanut butter balls forgo the powdered sugar and butter, and instead use a few lighter ingredients using only a fraction of the sweetener compared to traditional recipes. You'll wonder how you ever lived without this recipe around the holidays! It's quick to throw together and makes about 16-20 balls that will fill a platter for a holiday party. For mess-free finger food, place the balls in mini cupcake liners.

YIELD: 16-20 BALLS

FREEZE TIME: 25 MINUTES

PREP TIME: 15 MINUTES

COOK TIME: 0 MINUTES

- 1 cup 100% natural peanut butter (smooth or crunchy)
- 3.5-4 tablespoons pure maple syrup, to taste (see note)
- 2-3 tablespoons coconut flour (I used 2)
- Fine grain sea salt, to taste (I used 1/4 teaspoon)
- 6 tablespoons gluten-free rice crisp cereal
- 3/4 cup dark chocolate chips
- 1/2 tablespoon coconut oil

DIRECTIONS: Stir the jar of peanut butter well before using. In a large bowl, mix together the peanut butter and maple syrup vigorously, for 30-60 seconds, until it thickens up. It will go from runny to thick during this time.

Stir in the coconut flour until combined. If your PB is dry, you might be able to skip this step or only use half. We're looking for a texture that isn't too sticky, but not too dry either. Let it sit for a couple minutes to firm up as the coconut flour will continue to absorb moisture with time. Add a touch more coconut flour if necessary. Or if it's too dry, add a touch more syrup.

Add salt to taste and stir in the cereal.

Shape into small balls (I made about 17).

In a small pot, add the chocolate chips and coconut oil and heat over low heat, stirring frequently. Once half the chips have melted, remove from heat and stir until completely smooth.

CONTINUED ON NEXT PAGE

Peanut Butter Balls

VEGAN | ORGANIC | NO BAKE | RAW

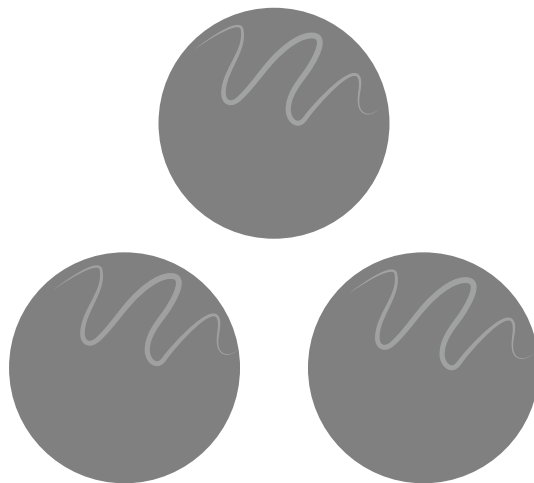
With a fork, dip the balls into the melted chocolate. Tap off excess chocolate on the side of the pot and place the ball on a plate or cutting board lined with parchment. Repeat for the rest. Save any leftover melted chocolate for later.

Place balls in the freezer for around 6-8 minutes until mostly firm.

Dip a fork into the leftover melted chocolate and drizzle it on top of the balls to create a "sophisticated" design like the baking diva you are.

Freeze the balls for another 10-15 minutes, until the chocolate is completely set. If you can wait that long, you win life.

Note: Recommend only using 100% natural peanut butter for this recipe. The no-stir kinds made with oil and sugar might not work the same way. If your PB seems dry, you probably won't need to use all of the coconut flour.



Discussion Questions

- Have you felt the impacts of climate change?
- Do you worry about the environment? Did you before watching this film?
- Who do you think is most responsible for finding a solution to environmental problems, individual people, corporations, or the government?
- How has this film changed your perspective on the environment?
- How important is nature / natural environment to you in your daily life?
- What are some things that your community is doing to help the environment? What are things you think they could do to help the environment?
- What is the relationship between food production and extinction?
- How do different types of food production differ in their impacts on extinction and climate?
- How do human activities result in species extinctions, and what species have become extinct due to human activities?
- What are some of the major barriers to adopting renewable energy sources and what can we do to lower them?
- How can we protect the environment and at the same time improve people's standard of living?
- What is the one thing you think you can and will do to make a difference?

Take Action/What You Can Do

#StartWith1Thing: It's not hard. It's not too late. But we ALL need to do it. And we need to do it now. No 1 Thing is too small. Blast it out on social media and ask your friends and family to do the same. Here are some ideas:

Take the Racing Extinction Challenge. This 5 day challenge is designed to show you how a few simple steps each day can have a tremendous impact on the environment.

Here's how it works: You select the challenge you want to take: Diet, Oceans, Transportation or Energy. And for 5 consecutive days, we will send you an email with 1 small step you can take on that day that will have a tremendous impact on the environment. These are small, manageable steps that anyone and everyone can take.

Every. Single. Action. Matters. It's really that simple. The collective effect of this effort will be significant and measurable.

Personal Impact Quiz

How Are You Impacting the Environment?

Take the quiz to see what you can score...

*Your individual actions add up to big costs for the environment.
Find out how what we do impacts our Earth and cycles back to us.*

1 How much money could the United States save if every American home replaced their 5 most frequently used light fixtures or the bulbs in them with qualified energy-efficient lighting?

- \$750 million
- \$3 billion
- \$8 billion

2 About how many pounds, yes POUNDS, of waste did each American produce a day in 2010?

- 1.6 lbs
- 4.3 lbs
- 7.4 lbs

3 According to Water Sense, an EPA Partner, what is the top way in which people in the United States use water?

- Toilet
- Shower
- Laundry

4 In which country do its citizens drive the most miles per year in the world, according to the American Council for an Energy-Efficient Economy's 2014 Energy Efficiency Scorecard?

- Australia
- India
- United States

5 NASA researchers say that the amount of UV radiation reaching us has increased over the last three decades because of human-produced chemicals depleting one of the Earth's ozone layers. Which type of UV ray can be both harmful and helpful?

- UV-A
- UV-B

Personal Impact Quiz Answers

1 Answer: **\$8 billion**
We would save close to \$8 billion, which could be put to other use besides our wastefulness. Beyond the financial savings, Americans would prevent the greenhouse gas equivalent to the emissions from almost 10 million cars. That's incredible – do you think you can make the switch?

2 Answer: **4.3 lbs**
That's a Chihuahua. So, we basically each threw out a dog every day. Yikes. That adds up to about 250 million tons of trash that year. How can we fix that? The EPA recommends recycling, composting (saving and storing organic waste to be broken down naturally), and source reduction (designing products that won't need to be thrown away later).

3 Answer: **Toilet**
Around 25% of indoor water use comes from toilets. You might be thinking, "Well, I can't stop going to the bathroom!" That's true – that would be uncomfortable. However, there are toilets on the market that differentiate between liquid and solid waste: You flush one way for #1 and the other for #2. If you don't want to invest in one, maybe you could be more efficient with washing your clothes: The runner-up for water use is the laundry, coming in at around 20%.

4 Answer: **United States**
That's right – individually, Americans drive more than 9,300 miles per year, which is more than citizens in any other major-world economy. Individuals living in India and China drive the least amount of miles per year. The American Council for an Energy-Efficient Economy attributes America's failure in this regard to a lack of focus on expanding public transportation, which is used much more widely in other parts of the world.

5 Answer: **UV-A**
UV-A has longer wavelengths, which are the culprit of sunburn and cataracts. However, they also can improve health by spurring the production of Vitamin D, which is critical for calcium absorption in bones and even helpful in preventing some chronic diseases. Spend some time in the sun, but lather up with SPF beforehand!



Extinction By the Numbers/Did You Know?

Key Statistics On Extinction/Species and Carbon

- There are 5 major drivers of mass species extinction: habitat destruction, pollution, over consumption, climate change and invasive species.
- There have been 5 previous mass extinction events in Earth's history:
 - Ordovician: 440-450 million years ago
 - Late Devonian: 374-359 million years ago
 - Permian: 252 million years ago
 - Triassic-Jurassic: 200 million years ago
 - Cretaceous-Tertiary: 65 million years ago
- Scientists have named a new geologic era called the "Anthropocene," meaning the "Age of Humans," because the impact of humanity on the Earth is leaving a mark on the fossil record of the future.
- The natural "background rate" of extinction is about one in a million species each year. In the next few decades, we will be driving species to extinction a thousand times faster than they should be.
- Scientists predict we could lose up to 50% of all the species on earth by 2100.
- The current mass extinction of species we are facing is called the Anthropocene Extinction.

Extinction By the Numbers/Did You Know?

Key Statistics On Extinction/Species and Carbon

- About 250,000 sharks are caught for the fin trade every single day.
- Each year, up to 70 million sharks are killed to end up in soup.
- In just this one-generation, we have cut down some shark populations by about 90%.
- There have's been 5 mass extinctions, and they've had different causes, but there's been one common factor in all: a massive increase in carbon dioxide.
- When we put carbon dioxide into the atmosphere, it doesn't all stay there, between a third and a half gets absorbed by the oceans.
- A cow can basically fill up a 55 gallon garbage bag full of methane every day. One cow is not a problem, but now we have 1.5 billion of them, and it's an incredibly inefficient way of producing food.
- There are 7,000 species of amphibian, and they're all endangered.
- Up to half of all frog species could be gone in the next 20 years.
- There's only approx. 340 species of turtles and half of them are under threat.

Extinction By the Numbers/Did You Know?

Key Statistics On Extinction/Species and Carbon

- Commercial buildings causes 80% of the greenhouse gases in cities.
- Since WildAid's anti-shark fin campaign was released in China, demand for shark fins has dropped by 70%.
- If every American skipped meat and cheese just one day a week for a year, it would be like taking 7,600,000 cars off the road.
- Installing solar panels on your home could save enough fuel to drive a car more than halfway around the world - each year.
- Today, Germany gets 30 percent of its power from renewables. By 2050, it will get 80 percent.

The Filmmakers

Louie Psihoyos, Director

Academy Award-winning director Louie Psihoyos is the Executive Director of the Oceanic Preservation Society (OPS), and is widely regarded as one of the world's most prominent still photographers. He has circled the globe dozens of times for National Geographic and has shot hundreds of covers for other magazines including Fortune Magazine, Smithsonian, Discover, GEO, Time, Newsweek, The New York Times Magazine, New York Magazine, Sports Illustrated and Rock and Ice. His work has also been seen on the Discovery Channel, National Geographic Television and the History Channel. His imagination, wit and iconic imagery have helped illustrate a wide array of complex subjects and is carried over to his filmmaking. Psihoyos's first documentary film, *The Cove*, has won over 70 awards globally from festivals and critics, including the Oscar for Documentary Feature in 2009.

Fisher Stevens, Producer

With over 30 years in the entertainment business, Fisher Stevens' career has included an impressive range of diverse projects as an actor, producer, and director. Stevens co-founded the downtown NY theater company Naked Angels as well as GreeneStreet Films, and Insurgent Media. He has produced over 15 films including the Academy Award-nominated *In The Bedroom*, the acclaimed documentary *Once In A Lifetime*, *Crazy Love*, Louie Psihoyos' Academy Award-winning documentary *The Cove*. With a passion for utilizing the entertainment medium for social activism,

The Filmmakers

Stevens directed *Working the Darkside*, a multimedia presentation featuring Rachel Maddow, which opened a dialogue on torture and war crimes. He also directed a United Nations Day Concert: A Tribute to Peacekeeping and the powerful film *The War Against War*, which takes an in-depth look at the U.N.'s peacekeeping missions around the globe.

Olivia Ahnemann, Producer

Olivia Ahnemann has been producing and directing documentary films for the past 18 years. At the Oceanic Preservation Society she is the producer of, *Racing Extinction*, a feature length documentary that aims to educate its audience about the 6th mass extinction and inspire us all to change our energy use.

Olivia has produced and directed documentaries on a variety of subjects. She has profiled Winston Blackmore's polygamist clan in British Columbia for National Geographic and Europe's royal families for A&E; followed BASE jumpers in Chamonix, France and big wave surfers in South Africa, Hawaii, Mexico and Tahiti for Warren Miller Entertainment; and filmed men and women building the new Bay Bridge in Oakland for Discovery. Other television credits include programs for National Geographic, PBS, and Discovery. Olivia has contributed to several independent films including *Enlighten Up!* which had a nationwide theatrical release in 2008. Olivia was also the co-producer of *The Cove*, which gave her one of the thrills of her career – a standing ovation at its world premiere at the Sundance Film Festival.

The Filmmakers

Gina Papabeis, Co-Producer

Gina Papabeis began working with the Oceanic Preservation Society (OPS) during the release of *The Cove*, managing the day-to-day operations of the organization and coordinating the outreach campaign for the film. Before OPS, Gina worked as a Projects Manager on the grassroots promotion of a dozen independent films at Red Hills Releasing, LLC, including *500 Days of Summer*, *JCVD* and *The English Surgeon*. She is a graduate of Florida State University's Film School, where she gained on-set experience in various crew positions on over 30 short films. Gina also has a minor in Biology and is gratified by marrying her passion for nature with film.

From the Film

Shawn Heinrichs, Photographer

Shawn is an Emmy Award winning cinematographer, photographer, scuba diver, and marine conservationist. An independent filmmaker and founder of Blue Sphere Media, a production company specializing in underwater, adventure and conservation films, he has acquired considerable first-hand knowledge of the oceans most important marine areas. He has worked with leading film and journalist teams including CNN's Anderson Cooper, Yann Arthus Bertrand, Dan Rather, and National Geographic and delivered projects for many of the top marine conservation organizations including WildAid, Shark Savers, Conservation International, The Nature Conservancy and Pew Environment Group.

The Filmmakers

Paul Hilton, Photojournalist

Paul is a Hong Kong-based photojournalist who focuses on global environmental and conservation issues. Hilton is currently working on the Palm Oil issue by documenting deforestation, land clearing and the wildlife trade in Sumatra, Indonesia. Prior to that, he followed the manta ray trade across the world and set up the Manta Ray of Hope project, which documented the plight of the great rays and investigated the use of gill rakers in traditional Chinese medicine in Hong Kong, Macau and Southern China in partnership with WildAid and Manta Trust. He also spent years documenting the shark fin trade in fishing markets and on the high seas following long-lining fleets from Taiwan, China, Philippines, and Indonesia. Paul is a member of the prestigious International League of Conservation Photographers, and in 2010 launched his first book, *Man & Shark*, highlighting the global shark-finning industry.

Joel Sartore, Photographer

Joel is a photographer, speaker, author, teacher, conservationist, National Geographic Fellow, and a regular contributor to National Geographic Magazine. His hallmarks are a sense of humor and a Midwestern work ethic. Joel specializes in documenting endangered species and landscapes in order to show a world worth saving. He is the founder of The Photo Ark, a multi-year documentary project to save species and habitats. In his words, "It is folly to think that we can destroy one species and ecosystem after another and not affect humanity. When we save species, we're actually saving ourselves."

The Filmmakers

Charles Hambleton, Covert Operations

Charles has worked as a dive master, commercial diver and sailor with treasure hunter Scott Mitchen. Together they have discovered numerous wrecks around the Caribbean and began to salvage old growth hardwood from the Great Lakes. He is a re-breather diver, has a private pilots license and a 200-ton Yacht Master ticket. Back in Antigua, he worked on many commercials and local film productions as well as with the Marine Department on location for the Pirates of the Caribbean movies. Charles met Louie Psihoyos in Antigua and for more than 10 years, worked with Louie on many photography assignments as well as the Award-winning documentary The Cove.

Heather Rally, Covert Operations

Heather Rally is a veterinarian specializing in wildlife medicine and ecosystem health. She currently works in the Captive Animal Law Enforcement department of the PETA Foundation. With PETA, she reviews and advises on specific cases of abuse and neglect of captive exotic wildlife, including marine mammals, lions, tigers, bears, and elephants in roadside zoos, circuses, and similar captive-animal exhibits. The position requires traveling around the country to assess potential cruelty cases, develop and secure improvements in care, and assist in rescuing and relocating animals to forever homes at reputable sanctuaries.

The Filmmakers

Travis Threlkel, Founder, Obscura Digital

Travis thrives on creating things that have never been done before, both in scale and concept, directing his passion, experimental drive, and ideas to push the boundaries of creativity and technology. Threlkel founded Obscura Digital in 2000, where he currently drives the creative vision as Chief Creative Officer, while leading a team of 60 people. Travis works with executive leadership from top companies in the world, leading government agencies, and innovative entertainment acts.

Leilani Münter, Race Car Driver, Environmental Activist

Leilani is a biology graduate turned professional race car driver and environmental activist. Discovery's Planet Green named Leilani the #1 Eco Athlete in the world. She is a recipient of ELLE Magazine's Genius Award and Sports Illustrated named her one of the top ten female racecar drivers in the world. Leilani races in the ARCA Series, a development league of NASCAR. She is the fourth woman in history to race in the IndyPro Series, the development league of IndyCar. She uses her race car to spread environmental awareness among 75 million race fans in the USA. Many of Leilani's cars promote renewable energy but some are raising awareness for wildlife conservation.

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Hashtags:

#StartWith1Thing #RacingExtinction