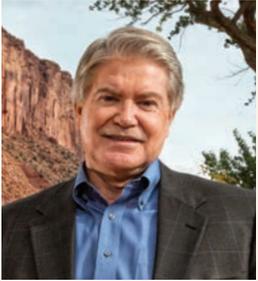


CuriosityProject
DIVE • DEEP™

Curiosity Retreats | Curiosity Club | Curiosity Studios

INTRODUCTION



"It all begins, I've come to believe, with an overpowering sense of curiosity."

- **John Hendricks,**
Founder & Chairman of Curiosity Project

Imagine the progress and innovation we could achieve if we never lost our curiosity about the world around us – the 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 us. Hendricks's latest initiative is called Curiosity Project, a personally funded venture to build an educational and intellectual initiative for a new age -- bringing audiences "deep dive" content in science, technology, civilization and the human spirit.

The mission of Curiosity Project 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, Curiosity Project will unfold as a multi-platform blend of initiatives that include Curiosity Retreats and the Curiosity Club.



SCIENCE



TECHNOLOGY



CIVILIZATION



HUMAN SPIRIT

CURIOSITY PROJECT





CURIOSITY RETREATS



CURIOSITY RETREATS

The successful 5-day Curiosity Retreats in May and July of 2014 gathered a dozen renowned experts at Gateway Canyons Resort & Spa in Gateway, Colorado. Expert speakers included famed author and physician Dr. Deepak Chopra, theoretical physicist Dr. Michio Kaku, and Pulitzer Prize winning reporter Ms. Sheryl WuDunn. At the retreats, luminaries focused their lectures on topics as diverse as the Origins of the Universe; the Human Brain; the Future of Health and Wellness; the Internet and Nanotechnology; Modern China; and Middle East and Global Security. Culinary arts, film, music and photography also served as integral components of each retreat. Most importantly, the sold-out retreats served as a gathering space to join these luminaries with equally influential, accomplished, and fundamentally curious knowledge seekers and lifelong learners. Together, they engaged in the important debates shaping our world. The filmed content from these events will be made available online through Curiosity Club to debut in December 2014.

Curiosity Retreats is now accepting early discounted bookings for next year's event, to be hosted **June 28th to July 3rd, 2015** at Gateway Canyons Resort & Spa. Visit www.curiosityretreats.com or call **1.888.289.8670** to reserve your space.



Top: Dr. Michio Kaku, Center: Ms. Sheryl WuDunn
Bottom: Dr. Deepak Chopra



SCIENCE

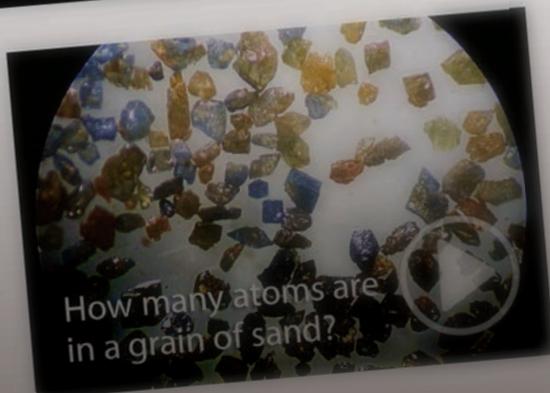
TECHNOLOGY

CIVILIZATION

HUMAN SPIRIT

Begin your Personal
Journey of Curiosity

JOIN NOW



CURIOSITY CLUB

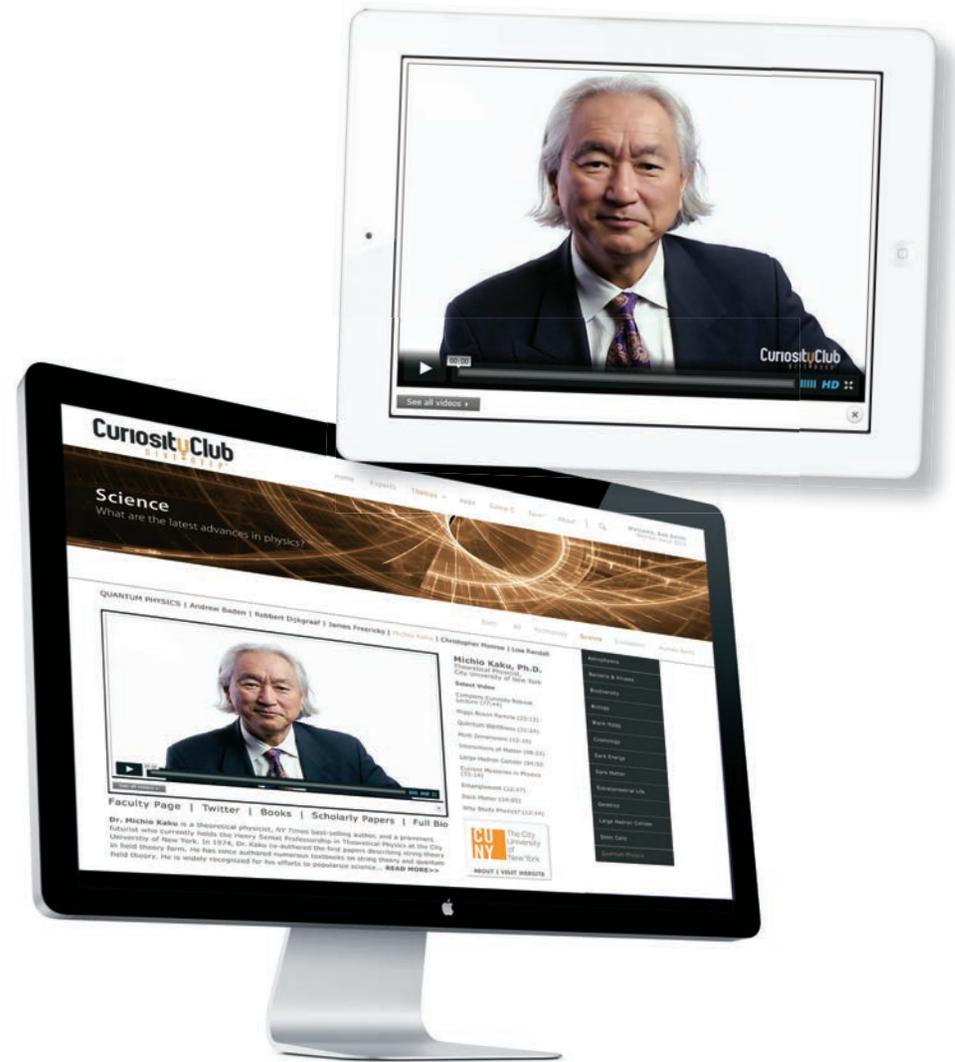
exclusive Curiosity

Members enjoy access to all videotaped presentations plus links to enriching
multimedia graphics and visuals provided by each topic expert. **JOIN TODAY.** just \$20 annual

CURIOSITY CLUB

Curiosity Project includes another unique initiative -- the online Curiosity Club (www.curiosityclub.com). Lectures and other content captured at the Retreats and original content produced from one-on-one interviews in Curiosity Studios will constitute a brand new repository of rich educational content on the Internet. Hendricks described this effort as: "Your own lifelong resource to satisfy curiosity." The site will become a new home for enduring dialogues on the significant questions and debates of our time and will include significant lectures and other conversations captured at the 2014 Curiosity Retreats.

At its centerpiece, Curiosity Club is aimed at engaging its global members in robust and unique conversations that are as important as those that take place at a Curiosity Retreat. These "deep dive" discussions and debates at both Curiosity Retreats and online within the Curiosity Club will provide a unique environment for learning found nowhere else on the web.



CURIOSITY?

DIVE DEEP

- I am most curious about to keep brain from forgetting
- I am most curious about life on other worlds; God in other solar systems?
- I am most curious about Levitation
- I am most curious about TOO MANY PEOPLE
- I am most curious about synchronicity
- I am most curious about enlightenment
- I am most curious about the multiverse

- I am most curious about NGOs
- I am most curious about income
- I am most curious about CONSE
- I am most curious about WHERE
- I am most curious about SAVING
- I am most curious about the Galac
- I am most curious about Sp

WHY CURIOSITY MATTERS

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. 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."

- **John Hendricks**, Founder & Chairman of Curiosity Project, LLC

"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

"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

"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

"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

"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

"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

"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

"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) founded 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.





Visit www.curiosityclub.com to sign up for information on membership.

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