

## For Immediate Release

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## About Joel Sartore and the Photo Ark

Joel Sartore is an award-winning photographer, speaker, author, conservationist, and the 2018 *National Geographic* Explorer of the Year. He is a regular contributor to *National Geographic Magazine*, and an Eagle Scout. His hallmarks are a sense of humor and a Midwestern work ethic.

Joel specializes in documenting endangered species and landscapes around the world. He is the founder of the Photo Ark, a 25-year documentary project to save species and habitat.

“It is folly to think that we can destroy one species and ecosystem after another and not affect humanity,” he says. “When we save species, we’re actually saving ourselves.”

Joel and the Photo Ark are the subjects of the television series RARE, in which he documents some of the most endangered creatures left on Earth.

In addition to *National Geographic*, Joel contributes to *Audubon*, *Geo*, *the New York Times*, and *Smithsonian*. He has several books, including *Photo Ark: A World Worth Saving*, *The Photo Ark Vanishing: The World’s Most Vulnerable Animals*, *Birds of the Photo Ark*, and *RARE: Portraits of America’s Endangered Species*.

He and his work have been the subject of many national broadcasts, including *National Geographic’s Explorer*, *NBC Nightly News*, *the CBS Sunday Morning Show*, *ABC’s Nightline*, *NPR’s Weekend Edition*, *PBS Newshour*, *Fresh Air with Terry Gross*, *60 Minutes*, and *the Today Show*.

Joel is always happy to return from his travels around the world to his home in Lincoln, Nebraska.

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**About Joel Sartore  
at The Rose Theater**

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***About the Photo Ark, in Joel's own words***

The Photo Ark started back in 2005, when my wife, Kathy, was diagnosed with breast cancer. My career as a *National Geographic* photographer came to an abrupt halt as I stayed home to tend to her and our three children.

It's been more than 10 years, and Kathy is fine now, but that year at home gave me a new perspective on the shortness and fragility of life. I was 42 at the time, and as Kathy recovered, one question continued to haunt me: How can I get people to care that we could lose half of all species by the turn of the next century?

Perhaps a series of portraits, made as simply and cleanly as possible, would give us all a chance to look animals directly in the eye and see that there's beauty, grace, and intelligence in the other creatures we share the planet with. Black and white backgrounds level the playing field, making a mouse every bit as grand as an elephant. In these portraits, they are equals.

All species are vitally important to our very survival; we need bees and even flies to pollinate the fruits and vegetables we eat. We need intact rain forest to regulate the amount of rainfall we get in areas where we grow crops. But beyond what's in it for us, I believe that each species has a basic right to exist.

There are about 12,000 animal species in human care around the world. So far, I've made portraits of more than 10,000, and we'll keep going until we get them all. It'll take another 10 years or so. The goal is to show the world what biodiversity actually looks like and get everyone to care about saving species while there's still time.

I hope you agree that the future of life on Earth is something that deserves our full attention. We all can make a difference.

**From <https://www.joelsartore.com/photo-ark/>**

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