



MASTERCLASS

Dr. Jane Goodall Joins MasterClass to Teach Conservation

The Acclaimed Environmental and Animal Conservationist Will Offer a Class through Online Education Platform MasterClass

SAN FRANCISCO, June 2, 2017 – Premier online education platform [MasterClass](https://www.masterclass.com) announced today that Dr. Jane Goodall, DBE, UN Messenger of Peace and one of the world's most renowned naturalists and conservationists, will offer her first-ever online class. Pre-enrollment for Goodall's class begins today at www.masterclass.com/jg.

For over 55 years, Goodall has dedicated her life's work and studies to animal sciences and ethology, with a strong focus on chimpanzees and human impact on the environment. At the very young age of 26, Goodall traveled to Tanzania with a fascination for wildlife, and left with a mission to save the chimpanzee species and spread a message of hope for our planet. In 1977, she founded the Jane Goodall Institute to continue her passion for species conservation and protecting chimpanzees from extinction. Her groundbreaking work and research with chimpanzees has helped redefine the relationship between humans and animals.

In her MasterClass, Goodall will address and respond to the environmental concerns of the modern age and the climate we live in. She will share her expert advice on communication and advocacy strategies, as well as a global view of the interconnected threats to animals and the environment. Through her course, students will learn about chimpanzee behavior, animal intelligence, human impact on the environment, environmental conservation, and Goodall's reasons for hope in the next generation of activists.

"There is no better time for people everywhere to have access to this course and take individual action to drive change," said Dr. Jane Goodall, MasterClass instructor. "There are too few days in the year and only one place I can be at a time. This course gives me an opportunity to share my research and insights with people all around the globe."

MasterClass provides online classes from world-renowned instructors, making it possible for anyone to learn from the best. Each class offers a unique learning experience which includes video lessons from the instructor, interactive exercises, course materials, peer interaction, and more. All classes are available online for individual purchase at www.masterclass.com.

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ABOUT MASTERCLASS

Established in 2015, the San Francisco-based company was founded on the idea that everyone should have "access to genius." The premier online education platform provides affordable, engaging, and inspirational online classes taught by world-renowned instructors, making it possible for anyone to learn from the best. Each class offers a unique learning experience which includes video lessons, interactive exercises, a series of course materials, peer interaction, and more. MasterClass' current roster of courses includes Christina Aguilera (singing), Kevin Spacey (acting), Usher (performance), Gordon Ramsay (cooking), Serena Williams (tennis), James Patterson (writing), Dustin Hoffman

(acting), Werner Herzog (filmmaking), Aaron Sorkin (screenwriting), Reba McEntire (country music), Deadmau5 (music production), Hans Zimmer (film scoring), Shonda Rhimes (writing for television), Steve Martin (comedy), and David Mamet (dramatic writing). Most recently, the company announced pre-enrollment for Frank Gehry (design and architecture), and Diane von Furstenberg (how to build a fashion brand). For more information, please visit www.masterclass.com.

ABOUT THE JANE GOODALL INSTITUTE

Founded in 1977, the Jane Goodall Institute continues Dr. Goodall's pioneering research on chimpanzee behavior — research that transformed scientific perceptions of the relationship between humans and animals. Today, the Institute is a global leader in the effort to protect chimpanzees and their habitats. It also is widely recognized for establishing innovative community-centered conservation and development programs in Africa, and Jane Goodall's Roots & Shoots, the global environmental and humanitarian youth program, which has groups in more than 120 countries. For more information, please visit www.janegoodall.org.

Download & view the trailers for Dr. Jane Goodall's MasterClass below:

Chimpanzee Focused: <https://youtu.be/DKRer-vSi0Y>

Conservation Focused: https://youtu.be/W_zgR_1Aspk

Download stills here:

https://www.dropbox.com/sh/bvoeruo5z9z5t/AACr9iU3KcVsallS6_qCibkZa?dl=0

Courtesy of MasterClass

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Media Contacts:

Marian Koltai-Levine, PMK·BNC

Marian.Koltai@pmkbnc.com

212.373.6130

Stephanie Friedman, PMK·BNC

Stephanie.Friedman@pmkbnc.com

212.373.0109

Tiffany Olivares, PMK·BNC

Tiffany.Olivares@pmkbnc.com

310.854.3272

Ashley Tecson, PMK·BNC

Ashley.Tecson@pmkbnc.com

310.854.4736

Leigh Wolfson, PMK·BNC

Leigh.Wolfson@pmkbnc.com

212.373.6149

Shawn Sweeney, the Jane Goodall Institute

Ssweeney@janegoodall.org

703.389.7575