

This Earth Day, BookMyShow and Sanctuary Nature Foundation launch 'Seek Sanctuary', a special virtual series dedicated to planet conservation

Join 20 world-renowned environmentalists, policymakers, conservationists and artists as they share solutions for a better world to live in

Seek Sanctuary
Watch these incredible speakers and many more talk about creating a better world post COVID-19.

Watch on [f](#) @SanctuaryAsiaPage

From 22nd April to 8th May
6:00pm onwards.

Register now for latest updates

DIA MIRZA BITTU SAHGAL VANCE MARTIN NASEERUDDIN SHAH

Sanctuary NATURE FOUNDATION In association with bookmyshow

National, April 21, 2020:

"The world is a fine place and worth fighting for and I hate very much to leave it."

-Ernest Hemingway

As we all sit back at home and observe mother Earth healing and painting pictures of infinite beauty each day, it's time to revisit the choices that we make in our daily lives and the severe implications they have on our planet. On the occasion of 50 years of Earth Day, BookMyShow, India's leading entertainment destination and non-profit organization Sanctuary Nature Foundation, launch '**Seek Sanctuary**', a first-of-its-kind, special virtual environmental series dedicated to educate and empower fellow beings, in pursuit of a better world. Curated by well-known environmentalist and founder of leading wildlife magazine *Sanctuary Asia*, Bittu Sahgal, this special online series will bring together 20 of the most compelling and world-renowned environmentalists, policymakers, conservationists and artists, from April 22nd-May 8th.

With a compelling line-up, '**Seek Sanctuary**' will host popular names like former environment minister **Jairam Ramesh**, National Geographic photographer **Steve Winter**, naturalist and Sanctuary Asia editor-founder **Bittu Sahgal**, conservationist **Vance Martin**, actor and UN Environment's Goodwill Ambassador for India **Dia Mirza**, activist **Vandana Shiva**, and environmentalist **Lord Nicholas Stern** to name a few. The speakers will address a range of topics from Ecological India, Wildlife Conservation and Natural History to Food Sovereignty and Survival Revolution.

The special series will also bring together prominent artists and media professionals like **Naseeruddin Shah**, **Ratna Pathak Shah**, **Anahita Uberoi Nikkhil Advani** and **Swati Thyagarajan** to speak about the need for creating awareness through the performing arts and communication.

'**Seek Sanctuary**' is the latest addition to BookMyShow's wide range of in-home virtual offerings, catering to the entertainment needs of millions of Indians, during this period of lockdown. Viewers



can register for these sessions, scheduled for 6:00 PM every day, on the BookMyShow website and app.

Check out the complete schedule for 'Seek Sanctuary' here - <https://in.bookmyshow.com/events/seek-sanctuary/ET00129679>

About Sanctuary Nature Foundation

The Sanctuary Nature Foundation's flagship Sanctuary Asia magazine founded and edited by Bittu Sahgal has been in continuous publication since 1981 and remains India's leading and best-loved magazine in its genre.

The edition for younger readers, Sanctuary Cub, has been inspiring generations of young naturalists ever since it was launched in 1984. The organisation was converted into a Section 8 Foundation under the Ministry of Corporate Affairs in 2015, a natural evolution of 40 years of wilderness conservation. Working at the tri-junction of biodiversity, economics and climate change, the foundation offers thought leadership by uniting disparate but credible groups through conflict-resolution and bridge-building initiatives. Through its projects -- Kids For Tiger, Mud on Boots, COCOON Conservancies -- Sanctuary works to help shape a world with abundant biodiversity, a sustainable climate and an equitable future for all.

About BookMyShow

Launched in 2007, BookMyShow, owned and operated by Big Tree Entertainment Pvt Ltd, is India's leading entertainment destination and the one-stop shop for every out-of-home entertainment need. The firm is present in over 650 towns and cities in India and works with partners across the industry to provide unmatched entertainment experiences to millions of customers. Over the years, the company has evolved from a purely online ticketing platform for movies across 6,000 screens, to end-to-end management of live entertainment events including music concerts, live performances, theatricals, sports and more, all accomplished at par with global standards.

BookMyShow has also built India's largest organic reviews and ratings engine for movies and has driven technology innovations, such as the m-ticket and Movie Mode, impacting tens of millions of users and the industry at large. With continued support from investors including TPG Growth, Stripes Group, SAIF Partners, Accel and Network18, BookMyShow is invested in providing the best user experience, whether on ground or online. Demonstrating category leadership, BookMyShow has grown beyond India with operations in Dubai, Indonesia, Sri Lanka and Singapore amongst others. The Mumbai-headquartered company counts Ticket Green, Eventifier, Fantain, Masti Tickets, Townscript and Burrp amongst its key investments in the sector. BookMyShow is also committed to society at large, by way of its charity initiative BookASmile, which provides entertainment experiences to the underprivileged. For more information, please visit www.bookmyshow.com

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