

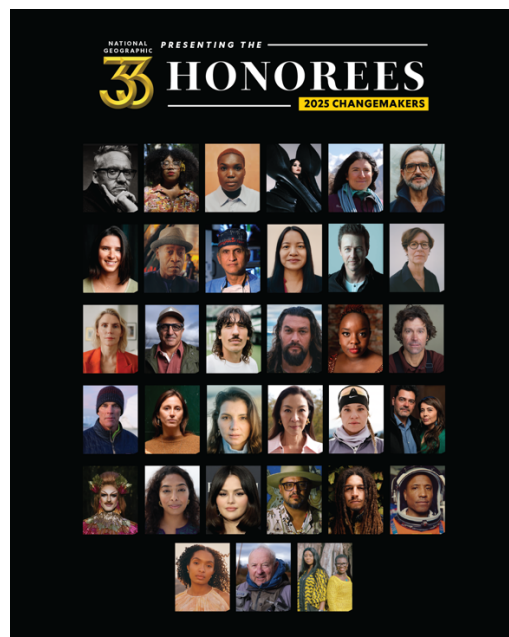
EMBARGOED UNTIL 7:30AM ET ON TUESDAY, MARCH 18



NATIONAL GEOGRAPHIC UNVEILS NATIONAL GEOGRAPHIC 33, A BOLD NEW INITIATIVE CELEBRATING THE VISIONARIES, ICONS AND INNOVATORS TACKLING THE WORLD'S MOST PRESSING ISSUES

In Homage to the Brand's 33 Founders, 33 Trailblazers and Changemakers of Today Are Spotlighted—Actors **Selena Gomez**, **Jason Momoa** and **Michelle Yeoh**; Endurance Swimmer **Lewis Pugh**; Patagonia Founder **Yvon Chouinard**; Africa's First Chief Heat Officer in Sierra Leone **Eugenia Kargbo**; Among Many Others—Actively Making a Better Future for the Planet

Exclusive Interviews, Behind-the-Scenes Footage, Dedicated Magazine Issue, Social Video Series and More Available Now at [NatGeo.com/NG33](https://www.natgeo.com/ng33)



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(WASHINGTON, D.C. – March 18, 2025) National Geographic today has launched the **National Geographic 33**, a dynamic list honoring 33 extraordinary individuals whose

imaginative ideas and unstoppable drive are making the world a better place. Whether saving our winters, rescuing the world's most endangered plants, advocating for mental health or revolutionizing high fashion to make it more sustainable, each featured honoree is not just talking about solutions—they're making it happen.

From Hollywood heavyweights and fearless scientists to climate warriors and trailblazing entrepreneurs, the inaugural **National Geographic 33** list highlights a wide range of changemakers, who were each carefully considered and selected by National Geographic's editors after soliciting recommendations from staff, contributors, members of the National Geographic community and beyond. The final list of honorees reflects individuals from around the world with diverse perspectives, backgrounds and experiences, including actor, advocate and entrepreneur [Jason Momoa](#); actress, singer and philanthropist [Selena Gomez](#); outdoor adventurer [Pattie Gonia](#); professional snowboarder [Jeremy Jones](#); Freetown, Sierra Leone, Mayor [Yvonne Aki-Sawyerr](#) and the city's chief heat officer, [Eugenia Kargbo](#); and many more.

"For more than 137 years, National Geographic has been driven by the belief that bold thinking and collective action can change the world. This principle is what inspired National Geographic's 33 founders—committed explorers, scientists and scholars—all those years ago," said Courteney Monroe, president, National Geographic Content. "Since then and across all our platforms, National Geographic has believed in the power of visual storytelling to spark curiosity and inspire a deeper connection to our world. The inaugural **National Geographic 33** represents an exciting milestone for us, as it embodies the very essence of our brand—sharing the stories of extraordinary individuals whose work is making a meaningful impact in the hope of inspiring others to help shape a better future."

In 1888, National Geographic was founded by 33 visionary explorers, scientists and scholars who saw an urgent need to deepen humanity's understanding of the world. Now, in 2025, this new initiative represents a significant moment for National Geographic as it continues to expand its impact and reach new audiences through its bold storytelling—not just by documenting the world but by putting the spotlight on the dreamers and doers who are reshaping our future in real time.

"With the **National Geographic 33**, we're honoring a diverse group of changemakers, from all over the world and different walks of life, who aren't just recognizing the urgent challenges of our time, they are taking action to address them," said Nathan Lump, SVP and editor-in-chief of National Geographic. "They all share a deep commitment to shaping a better future, and in shining a light on them and their contributions, we hope to elevate their work and showcase to a wide audience the positive impact they're making."

A robust multimedia experience, including an interactive digital package available now at [NatGeo.com/NG33](https://www.natgeo.com/ng33), features interviews with the honorees, portraits, behind-the-scenes videos and more, each tailored to unique platforms. The April 2025 print edition of National Geographic magazine and two social-first video series, including “33 Seconds with...” and “Nat Geo 33 on...,” explores the passions and motivation of these leaders through interviews, photo shoots and custom video, shining a spotlight on the 33 changemakers and how they are using their ideas and influence to have a positive impact. “33 Seconds with the National Geographic 33” features honorees sharing who they have been inspired by along the way, as well as what places on Earth have special meaning to them, and “The National Geographic 33 on” features honorees sharing their motivating and sometimes humorous insights on subjects, including their favorite animals, inspirational books, what gets them up in the morning and how they have overcome challenges in their lives. The series will roll out across the brand’s social platforms (Instagram, TikTok, Facebook, YouTube, X, LinkedIn) today through the end of the month.

The list of National Geographic 33 honorees includes:

1. [Adam McKay](#): The filmmaker using biting satire to illuminate the dire realities of climate change
2. [Alexis Nikole Nelson](#): The social media star sharing the wonder of wild plants with a wider audience
3. [Arlo Parks](#): The singer-songwriter using music to campaign for mental health
4. [Björk](#): The otherworldly musician offering a lesson in environmental pragmatism
5. [Carla Pérez](#): The pathbreaking mountaineer helping climbers with disabilities reach new heights
6. [Carlos Magdalena](#): The rescuer of plants that are on the brink of extinction
7. [Cole Brauer](#): The pioneering sailor bringing her sport to a new wave of fans
8. [Don Cheadle](#): The acclaimed actor battling climate injustice one at-risk community at a time
9. [Edward Norton](#): The actor imagining a new way to conserve African wildlife
10. [Emily Liman](#): The scientist deepening our understanding of human senses
11. [Gabriela Hearst](#): The designer bringing climate consciousness to high fashion
12. [Hamdi Ulukaya](#): The business leader matching refugees with good jobs
13. [Héctor Bellerín](#): The soccer player dreaming up an eco-friendlier future for sports
14. [Isabel Cristina Gámez](#) & [Oscar Andrés Méndez](#): The builders finding a novel use for plastic waste around the world
15. [Jason Momoa](#): The actor using his superpowers to protect our oceans
16. [Jennifer Uchendu](#): The climate activist creating spaces for Africans to process their eco-anxiety

17. [Jeremy Jones](#): The snowboarder uniting athletes to save our winters
18. [Lewis Pugh](#): The endurance swimmer on a diplomatic mission to protect the world's fragile places
19. [Lucie Basch](#): The app co-founder who built an online marketplace for food waste
20. [Maya Gabeira](#): The big-wave surfer attacking the scourge of plastic waste
21. [Michelle Yeoh](#): The Oscar® winner shining a spotlight on the plight of women in disaster zones
22. [Dr. Muhammad Mansoor Mohiuddin](#): The doctor discovering an unlikely new breed of heart donors
23. [Oksana Masters](#): The gold-medal-winning Paralympian and disability rights advocate
24. [Pattie Gonia](#): The activist making the outdoors a more welcoming space for the queer community
25. [Sana Javeri Kadri](#): The entrepreneur inspiring a more sustainable and ethical spice trade
26. [Selena Gomez](#): The superstar supporting mental health on a global scale
27. [Dr. Shu Yang](#): The scientist finding solutions in the structures of nature
28. [Sterlin Harjo](#): The storyteller spotlighting Indigenous voices
29. [Tayshan Hayden-Smith](#): The guerrilla gardener bringing horticulture to a new generation
30. [Victor Glover](#): The astronaut launching a new era of space exploration
31. [Yara Shahidi](#): The actress unpacking the psychology of optimism
32. [Yvon Chouinard](#): The unlikely mogul who built the ultimate outdoor brand, then gave it away to save the planet
33. [Yvonne Aki-Sawyer & Eugenia Kargbo](#): The local leaders saving their city from a climate emergency

Highlights from the National Geographic 33 list include:

- **A filmmaker, botanist, cellular physiologist, fashion designer and astronaut, to name a few:** National Geographic 33 honorees work across a range of fields and have collectively raised and distributed millions for climate action, social equity, scientific research, humanitarian aid and more.
- **Sports for all seasons:** National Geographic 33 athletes include a snowboarder, soccer player, sailor, mountaineer, multisport Paralympian, surfer, and swimmer, whose deep connection to nature drives their advocacy for ocean and land conservation.
- **Creating the change they wish to see:** 19 National Geographic 33 honorees have founded or co-founded organizations, and eight honorees are UN Ambassadors focused on oceans, biodiversity, youth empowerment, sustainability or mental health.

- **Innovators across the map:** The group spans five generations and five continents, and the honorees are based in a dozen countries, including several global citizens for whom the world is their home base.

The **National Geographic 33** is available online now at [NatGeo.com/NG33](https://www.natgeo.com/ng33) and in the April issue of National Geographic magazine.

A full visuals package is available [HERE](#). Spokespeople are available upon request.

About National Geographic Content

Representing the largest brand on social media with over 780 million followers and 1.1 billion impressions each month, National Geographic Content's award-winning and critically acclaimed storytelling inspires fans of all ages to connect with, explore and care about the world through factual storytelling. National Geographic Content, part of a joint venture between The Walt Disney Company and the National Geographic Society, reaches over 532 million people worldwide in 172 countries and 33 languages as a digital, social and print publisher and across the global National Geographic channels (National Geographic Channel, Nat Geo WILD, Nat Geo MUNDO), National Geographic Documentary Films, and direct-to-consumer platforms Disney+ and Hulu. Its diverse content includes Oscar®- and BAFTA award-winning film *Free Solo*, Oscar-nominated films *Sugarcane*, *Fire of Love* and *Bobi Wine: The People's President*, Emmy® Award-winning franchise *9/11: One Day in America* and *JFK: One Day in America*, Emmy® Award-winning series *Animals Up Close*, series *Trafficked with Mariana van Zeller*, *Life Below Zero*, and *Secrets of the Whales*, in addition to multiple National Magazine Awards, Pulitzer Prize Finalists and Webby wins. Visit nationalgeographic.com and natgeotv.com or explore [Instagram](#), [Threads](#), [Facebook](#), [LinkedIn](#), [YouTube](#), [TikTok](#), and [Reddit](#).

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