

## National Geographic community propels @NatGeo Instagram account to record-breaking 100 million followers, becoming first brand ever to reach coveted number

*@NatGeo celebrates its one-hundred-millionth follower, joining an exclusive list of most followed accounts, including those of Beyoncé, Kim Kardashian, Justin Bieber, Taylor Swift and others*

*To celebrate milestone, the account's fans can win a National Geographic Tanzania Photo Safari trip by sharing their most Nat Geo-inspired photos in a 24-hour contest*



**HONG KONG, FEBRUARY 20, 2019** – National Geographic's Instagram account, [@NatGeo](#), has surpassed 100 million followers on the photo and video-sharing social platform. [@NatGeo](#), whose creative control is largely in the hands of a number of National Geographic's contributing photographers, shares the rare and incredible sights they encounter on a daily basis and has been delighting audiences with the work of these amazing photographers for years. The stunning images that come through the feed every day, paired with captions from the photographers' words, bring an authenticity to the account that has proven to resonate with the community. This week's milestone celebrates the special community between the tremendously talented photographers

and the passionate fans who love their work, as well as National Geographic's legacy of visual storytelling.

"National Geographic and photography have gone hand-in-hand since we first published photos in our magazine back in 1889. We were considered cutting edge then, and through Instagram, we are finding new ways to blaze trails in visual storytelling 130 years later. Driven by our passionate fans and tremendously talented photographers, we are using Instagram to showcase our world through breathtaking images that inspire people to care about the planet. We are grateful and encouraged that 100 million people want National Geographic at their fingertips." -[Gary Knell](#), Chairman, National Geographic Partners

Said, [Lila King](#), Head of News Partnerships at Instagram, "National Geographic set the bar long ago for visual storytelling that brings the world closer together. On Instagram, they've brought that vision to a whole new generation, and a global community. We're thrilled to congratulate them on achieving such a remarkable milestone."

In celebration of the community that has made this milestone possible, a 24-hour contest has been launched on the [@NatGeo](#) Instagram account, encouraging the account's fans to tap into their inner photographer and share their most Nat Geo-inspired photos from their own feeds using #NatGeo100contest. For more details on the contest and to see the complete rules, click [here](#). The grand prize winner will receive a National Geographic [Tanzania Photo Safari](#) trip valued at over \$10,000.

**National Geographic Asia is also available on Instagram [@NatGeoAsia](#), inspiring fans in Asia through stories and visuals dedicated to the region.**

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**Note to Editors:** Galleries of most popular photos from the [@NatGeo](#) Instagram account available. Interviews with photographers, internal spokespeople available. For galleries of some of the most popular images from the [@NatGeo](#) Instagram account, click [here](#).

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**About National Geographic**

National Geographic inspires viewers through its smart, innovative programming that questions what we know, how we view the world and what drives us forward. With a focus on the core goals of exploration and education that the National Geographic Society emphasizes, National Geographic challenges perceptions and allows viewers to push back against the boundaries of exploration. Globally, National Geographic has effectively used the medium of television to reach 440 million homes in 171 countries with 45 languages.

For more information, please visit <http://natgeotv.com/asia>



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