

Chase the Total Solar Eclipse and Join Celestial Celebrations Across the Country with The Weather Channel and Twitter

Interactive Live Stream Coverage of Eclipse Kicks Off August 21 at Noon ET on The Weather Channel app, weather.com, and Twitter

NEW YORK, Aug. 16, 2017 /PRNewswire/ -- Millions of consumers depend on The Weather Channel and [weather.com](#) for their daily forecasts, breaking weather news, and the latest in health and travel. And, on August 21, they will be able to experience a solar eclipse like never before. The Weather Channel digital properties and Twitter have teamed up for a live stream of this once-in-a-lifetime celestial event, which will allow consumers to chase the total solar eclipse in real time as it moves from coast-to-coast.

"This eclipse is a once-in-a-hundred-year event, and we're going to party like it's New Year's Eve," said Neil Katz, head of global content and editor-in-chief, The Weather Company, an IBM Business (NYSE: [IBM](#)). "This eclipse is a celestial phenomenon and cultural moment that can't be missed, and we couldn't imagine a better partner than Twitter to celebrate this with."

"Chasing Eclipse 2017" Live Stream

The interactive live coverage for "Chasing Eclipse 2017" kicks off at noon ET on August 21. The Weather Channel digital coverage will immerse viewers in totalities from 10 locations along the eclipse path - from the ground and from space - and join the fun celebrations taking place across the country. Live locations include: Stanley, ID; Carbondale, IL; St. Joseph's, MO; Alliance, NE; Hopkinsville, KY; McMinnville, OR; Belton, SC; Nashville, TN; and Casper, WY.

Hosted in-studio by meteorologists Ari Sarsalari and Domenica Davis, "Chasing Eclipse 2017" will feature:

- High-resolution and aerial drone footage from Weather's network of storm trackers as the eclipse moves along the path of totality
- User-generated content from Twitter
- Live updates from eclipse viewing parties with weather.com field reporters
- Special hyperlocal eclipse footage from TEGNA partner stations in Portland, OR; Boise, ID; Denver, CO; St. Louis, MO; Knoxville, TN; and Columbia, SC
- Red Bull Cliff Diving event featuring athletes diving under the shadows of the eclipse. Surface mirrors will reflect stunning images of the divers and the eclipse.
- Real-time eclipse footage from NASA
- "Fact Off" game show featuring the hosts from "Part-Time Genius" podcast
- Interactive social segments
- Live coverage of an #Eclipse2017 joint wedding
- IP-based broadcast production technology and support supplied by NewTek

"We are thrilled to partner with The Weather Channel and their award-winning digital editorial team for coverage of this momentous occasion," Anthony Noto, COO, Twitter. "The 'Chasing Eclipse 2017' live stream allows people around the world to watch and join the #Eclipse2017 conversation as it unfolds live on Twitter."

"Chasing Eclipse 2017" will be available via The Weather Channel app, weather.com, and Twitter. The live stream will be available for free to logged-in and logged-out users on Twitter as well as connected devices globally. Viewers will be able to access the live stream at <http://eclipse2017.twitter.com> or via @weatherchannel. To join the conversation and submit content for "Chasing Eclipse 2017," tweet with #Eclipse2017.

For more information, visit <http://features.weather.com/eclipse>. The Weather Channel (weather.com) is part of The Weather

Company, an IBM Business, (NYSE: [IBM](#)).

The Weather Company, an IBM Business

The Weather Company helps people make informed decisions and take action in the face of weather. The company offers the [most accurate](#) forecasts globally with personalized and actionable weather data and insights to millions of consumers, as well as thousands of marketers and businesses via Weather's API, its business solutions division ([business.weather.com](#)), and its own digital products from The Weather Channel ([weather.com](#)) and Weather Underground ([wunderground.com](#)).

The company delivers around 25 billion forecasts daily. Its products include the world's most downloaded weather app, a network of 250,000 personal weather stations, a top-20 U.S. website, one of the world's largest IoT data platforms, and industry-leading business solutions. Weather Means Business™. The world's biggest brands in aviation, energy, insurance, media and government rely on The Weather Company for data, technology platforms and services to help improve decision-making and respond to weather's impact on business. For more, visit [theweathercompany.com](#).

Twitter (NYSE: TWTR)

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