



Life's Good.

LG CONTINUES ENDANGERED SPECIES AWARENESS CAMPAIGN IN NEW YORK TIMES SQUARE

*Stunning Anamorphic 3D Display on LG's Times Square Billboard Kicks Off 2025
Campaign Featuring the Vulnerable Monarch Butterfly*

ENGLEWOOD CLIFFS, N.J., Feb. 20, 2025 – LG Electronics is continuing its Endangered Species Series with a stunning 3D video display on its billboard in New York City's Times Square, highlighting the plight of the monarch butterfly. Launched in 2024, the campaign underscores the importance of biodiversity, climate action, and wildlife protection, reinforcing LG's brand promise, "Life's Good."

The display brings to life LG's partnership with [The Americas](#), an epic 10-part nature documentary narrated by Tom Hanks, which spotlights the majestic wildlife and wild places throughout North and South America, including at-risk and endangered species like the monarch butterfly. The series debuts Sunday, Feb. 23 at 7/6c on NBC and streams the next day on Peacock.

The immersive 3D display vividly depicts the monarch butterfly's journey, giving the illusion of the creature soaring off the screen. Listed as '[vulnerable](#)' by the International Union for Conservation of Nature (IUCN), the monarch butterfly is the only known butterfly to make a two-way, multigenerational migration over thousands of miles. The rapid decline of this once-widespread species is driven by climate change, ongoing habitat loss and fragmentation, and the unnecessary, excessive use of pesticides.

The campaign previously featured the snow leopard, bald eagle, sea lion, and red wolf. Additional species will be featured throughout 2025 and announced at a later date, including one species selected by the public through online voting this coming March. Several options will be presented for consideration, and the chosen species will be prominently featured on LG's billboard later in the year.

"Since its launch last year, the billboard series has reached more than 50 million Times Square visitors, raising awareness about the importance of conservation and the protection of unique wildlife," said Jeannie Lee, director of Corporate Marketing at LG Electronics USA. "Through this and other conservation programs, LG is championing a brighter, greener tomorrow by empowering young minds to take action for our planet, ensuring 'Life's Good' for future generations."

As part of LG's on-going partnership with [National Wildlife Federation](#) (NWF) to highlight at-risk species, LG has launched an educational initiative to engage K-12 students in conservation efforts. The program features interactive content highlighting endangered species and their role in ecosystems, while also offering actionable steps to protect biodiversity. Educators and students can access free, standards-aligned resources [online](#).



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Additionally, NWF's [latest blog](#) explores the uniqueness of the monarch butterfly, providing in-depth knowledge about the beautiful insect. Students and nature enthusiasts can also test their knowledge of the vital pollinator with an interactive [Monarch Butterfly Quiz](#).

LG supports sustainability beyond the classroom through NWF's EcoSchools U.S. and EcoLeaders programs, which equip educators, students, and communities with tools to drive meaningful environmental action. The company has pledged \$150,000 to NWF to further these efforts and inspire future conservationists.

"Imperiled monarch butterfly populations desperately need our help. We are thrilled to continue our partnership with LG to highlight at-risk species and tangible ways everyone can help their recovery by restoring habitat, like helping monarchs [by planting native milkweed and nectar plants](#)," said Collin O'Mara, president and CEO of the National Wildlife Federation. "When we save wildlife, we save ourselves. Monarch butterfly conservation underscores how we can inspire people to help address the immense and interconnected challenges facing wildlife and people alike."

Visit www.lg.com/us/sustainability to learn more about LG's commitment to conservationism and environmental stewardship.

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About LG Electronics USA

LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a smart life solutions company with annual global revenues of more than \$60 billion. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, commercial displays, air conditioning systems and vehicle components. LG is an 11-time ENERGY STAR® Partner of the Year. www.LG.com.

Media Contacts:

LG Electronics USA
Chris De Maria
christopher.demaria@lge.com
908-548-4515

Kristi Hubert
Kristi.Hubert@LG-One.com
630-995-5444