



NOTE TO MEDIA | APRIL 2025

PABLO GARCIA BORBOROGLU AND BERTIE GREGORY NAMED 2025 ROLEX NATIONAL GEOGRAPHIC EXPLORERS OF THE YEAR

TWO INSPIRING SCIENCE COMMUNICATORS HAVE BEEN NAMED THE 2025 ROLEX NATIONAL GEOGRAPHIC EXPLORERS OF THE YEAR.



Pablo Garcia Borboroglu
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Bertie Gregory
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Wildlife researcher, conservationist and 2019 Rolex Awards Laureate Pablo Garcia Borboroglu and award-winning wildlife filmmaker, photographer and presenter Bertie Gregory have been awarded this now coveted title, as recognition for their collaborative work and for bringing a new story angle to millions of people around the world: the story of penguins.

The title of Rolex National Geographic Explorer of the Year is given to leaders in exploration who shine a critical light on important issues, discoveries and challenges facing our planet, and inspiring action for a more sustainable future.

Rolex has supported the award since its creation in 2011 and it is now part of its Perpetual Planet Initiative. The award, which will be officially presented at the National Geographic Society's annual Explorers Festival in June 2025, hosted in collaboration with Rolex, champions those at the forefront of efforts to solve the world's environmental challenges.

Rolex and the National Geographic Society's long-standing partnership, which has been continuous for over seventy years, is centred on their shared spirit of discovery and dedication to safeguarding the Earth for future generations. Through partnerships like these, the Rolex Perpetual Planet Initiative supports pioneering environmentalists like Borboroglu and Gregory, whose achievements in the field of conservation exemplify excellence, impact and positive change for the planet.

Borboroglu has been working in marine conservation for 36 years, focusing predominantly on seabirds, and in particular penguins. His international conservation efforts aim to safeguard the charismatic birds with methods including educational programmes, colony management and the creation of large, protected areas. His work has helped protect 32 million acres of ocean and coastal habitat, benefiting at least 2.5 million penguins. Borboroglu also coordinates an educational program targeting



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global international audiences, local communities, and schools near penguin colonies in developing countries. He has accompanied over 13,000 children to visit colonies to see penguins for the first time and donated thousands of books to schools. In 2019, he was also given a Rolex Award to help him advance his tireless endeavour.

Gregory's career began with an extraordinary achievement when he was just 18, when he was awarded the title Youth Outdoor Photographer of the Year. Before long, he graduated in Zoology from the University of Bristol and began assisting legendary National Geographic Magazine photographer Steve Winter, whom he had met a year earlier at a wildlife photography event in London. He has worked closely with National Geographic ever since, producing and hosting 8 projects for them so far, including *Leopards at the door*, *Jaguar Vs Croc*, *Wild Life*, *Resurrection Island* and *The Big Freeze*, solidifying his role as an advocate for the natural world. *Resurrection Island* won best Television host at the Jackson Wild Awards 2019.

Gregory's latest project for National Geographic sees him working with an exciting new collaborator: Borboroglu. The pair are combining their expertise in an ambitious new series: *Secrets of the Penguins*, executive produced by visionary filmmaker, National Geographic Explorer at Large and Rolex Testimonee James Cameron. Released on April 20, 2025, the programme takes full advantage of Borboroglu's familiarity with the birds and Gregory's gift for capturing wildlife in its natural habitat to give a brand-new insight into the world of penguins.

By bringing together these two leaders in their respective fields, with cutting-edge technology and unprecedented access, *Secrets of the Penguins* shows previously untold stories and revelatory behaviours of the penguin colonies that make their homes in some of the world's most challenging landscapes. Borboroglu and Gregory's series bring the mysterious lives of these charismatic survivors into sharp focus for viewers around the world.

Rolex and the National Geographic Society are celebrating this new collaboration that will shed fresh light on penguins at a time when their extraordinary homes are coming under threat. Researchers and scientists often cite science communication as one of the most important elements of their work. By raising awareness not only of the vulnerability of species and habitats, but of the conservation triumphs happening around the world, communicators and educators like Borboroglu and Gregory increase awareness and therefore support of the groundbreaking work being done to protect our planet.

ABOUT THE PERPETUAL PLANET INITIATIVE

For nearly a century, Rolex has supported pioneering explorers pushing back the boundaries of human endeavour. The company has moved from championing exploration for the sake of discovery to protecting the planet, committing for the long term to support individuals and organizations using science to understand and devise solutions to today's environmental challenges.





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This engagement was reinforced with the launch of the Perpetual Planet Initiative in 2019, which initially focused on the Rolex Awards for Enterprise, as well as long-standing partnerships with Mission Blue and National Geographic Society. The initiative now has more than 20 other partnerships in an expanding portfolio. They include, for example, Cristina Mittermeier and Paul Nicklen, Rewilding Argentina and Rewilding Chile, offspring organizations of Tompkins Conservation, the Under The Pole expeditions, the Monaco Blue Initiative, and Coral Gardeners.

Rolex also supports organizations and initiatives fostering the next generations of explorers, scientists and conservationists through scholarships and grants, such as The Rolex Explorers Club Grants.

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