



MEDIA RELEASE

Pride of Cape Town lions to be auctioned to raise money for lion conservation

IMMEDIATE RELEASE

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Locally designed lions will be auctioned on 3 May at V&A Waterfront's Moyo Restaurant to raise funds for The Born Free Foundation and their efforts to protect this African beauty from extinction.

For the past two months, the creatively designed Pride of Cape Town lion exhibition has been a prominent feature at the V&A Waterfront where local and international visitors alike have enjoyed the colourful and unique lion statues spread across the famous historical destination. All 30 lions will go on auction on Friday 3 May at Moyo Restaurant from 17.30 to 20.00, to raise money for The Born Free Foundation and their relentless fight to save Africa's most dominant cat.

One lion in particular has turned heads with its striking bubble design and mane made from Coca-Cola bottle tops – 'Buddy' is the creation of the third year students at AAA school of advertising and is sponsored by Peninsula Beverage Company (PenBev – local bottlers of The Coca-Cola Company products in the Western Cape). Along with the initial sponsorship of the lion, PenBev hope to buy back the lion to contribute additional funds to The Born Free Foundation.

Niqui Smit, On Consumption Manager at PenBev comments, "We were inspired to get involved in the Pride of Cape Town project as it fits perfectly with our 'me (people), we (community), world (environment)' initiative, which aims to uplift the people and environment in which we operate. We're thrilled with the interest in the initiative so far and hope to reiterate our support by buying Buddy the lion."

For more information about Peninsula Beverages, visit www.penbev.co.za

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About the Born Free Foundation:

The Born Free Foundation is a dynamic international wildlife charity, devoted to compassionate conservation and animal welfare. Born Free takes action worldwide to protect threatened species and stop individual animal suffering. Born Free believes wildlife belongs in the wild and works to phase out zoos. We rescue animals from lives of misery in tiny cages and give them lifetime care.

Born Free protects lions, elephants, tigers, gorillas, wolves, polar bears, dolphins, marine turtles and many more species in their natural habitat, working with local communities to help people and wildlife live together without conflict. Our high-profile campaigns change public attitudes, persuade decision-makers and get results. Every year, Born Free helps hundreds of thousands of animals worldwide.

For more information about Born Free please visit www.bornfree.org.uk

About the Pride of Cape Town

Pride of Cape Town is a major public arts project which will see around 30 individually-designed lion statues take to Cape Town's V&A Waterfront from March 2013. In May 2013, the statues, each an individual, one-off piece of art, will be auctioned off in aid of international wildlife charity the Born Free Foundation.

Pride of Cape Town aims to raise awareness of the plight of the wild lion as well as vital funds to help the Born Free Foundation protect the threatened species in the wild.

For more information visit www.prideofcapetown.com