



THE ENDANGERED WILDLIFE TRUST LAUNCHES STORE IN THE V&A WATERFRONT

29th August 2012

Start

The Endangered Wildlife Trust (EWT) is proud to announce the launch of our store at the V&A Waterfront in Cape Town on Friday the 31st of August from 16h00 to 18h00. The store will offer wildlife lovers from around the globe the opportunity to stock up on exciting products that demonstrate their passion for wildlife and, at the same time, increase their support for the EWT's conservation activities. Initially, the store will primarily stock products which support the rhino conservation cause but will also include a fun range of clothing, beautiful artworks, photography and sculptures and a range of exciting educational items for kids. Members of the public are invited to show their support for conservation by purchasing the South African made, high quality merchandise.

According to Shayne Ramsay, the project founder, "The idea for the shop originated from my alarm at the ever increasing numbers of rhinos being poached and the desire to do something to combat this. Inspired by Braam Malherbe's "Do One Thing" initiative, the opportunity to establish a Rhino Charity Shop at the Waterfront was not to be missed. The original idea was to have an umbrella organisation of reputable charities under one roof all having the similar purpose of raising awareness and funds, to save rhinos from their beleaguered plight. Braam then introduced me to Yolán Friedmann, CEO of the EWT, and the original concept for the shop evolved into the EWT's retail store."

The store is opportunely placed, close to the Nelson Mandela Museum, the gateway to Robben Island and the soon to be opened Moyo restaurant. This will ensure that the EWT store will reap maximum exposure within the V&A Waterfront, South Africa's foremost tourist destination.

V&A Waterfront CEO, David Green, commented: "We're delighted that the first Endangered Wildlife Trust store will be opening at the V&A. It not only keeps this issue in the spotlight, but gives our 23 million visitors a way to help make a difference"

Said Vanessa Du Plessis, Head of Business Development and Funding at the EWT: "We are very excited about what this store will contribute to our continued work with southern Africa's wildlife. The EWT will receive 50% of every purchase made in the shop and channel that money towards ensuring a sustainable future for all."

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The Endangered Wildlife Trust is a non-profit, public benefit organisation dedicated to conserving species and ecosystems in southern Africa to the benefit of all people.

NPO Number: 015-502, **PBO number:** 930 001 777, **Member of IUCN** - The International Union for Conservation of Nature
The Endangered Wildlife Trust is US 501(c)(3) compliant under **US IRS Registration number:** EMP98-0586801.



The store is a pilot project and, if successful, will be rolled out to the rest of the country. For further information about the EWT store and on how you can play your part in conserving our precious natural habitat contact Vanessa on vanessab@ewt.org.za or Debbie Thiar on debbiet@ewt.org.za.

In conclusion Du Plessis stated, “We hope that this store becomes a place where visitors to the V&A Waterfront can become a key part of the conservation work we do and receive a tangible glimpse of the strides being taken and successes being made in the war against species and habitat extinction. Shoppers are also encouraged to become members of the EWT and sign their children up for the EWT’s kids-only club, Eco Stars.”

End

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