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**IT'S STUPID. BUT THEN SO IS EXTINCTION.**

*Start*

**JOHANNESBURG, 5<sup>th</sup> December 2012** - The Endangered Wildlife Trust (EWT) has launched an innovative social media campaign in partnership with Owen Kessel Communication (OK) to draw attention to the plight of endangered species. Drawing inspiration from wild animal clips that went viral all over the internet, low-fi versions of the videos have been recreated with one critical difference – the original animals have been replaced with 'fake' ones. The videos explore the dismal and disappointing reality of a world without wildlife and will hopefully stir audiences to necessary action.

The campaign message: *"It's stupid. But then so is extinction,"* is designed with the purpose of drawing users of social media to the various online platforms of the EWT, while the call to action: "A small donation can make a difference," aims to assist the Trust in raising funds for its crucial activities.

Said Yolán Friedmann, CEO of the EWT: "We are very excited about the creative partnership with Owen Kessel and the new environmental warriors we hope to reach with the online campaign. The aim of *"It's stupid. But then so is extinction,"* is to expose a younger audience to the plight of our wildlife and further share our work with new South African and international audiences. People around the world can no longer ignore the fact that the environment in which we live underpins every single human need, demonstrated every day by both the losses of thousands of lives due to environmental disasters or the lack of access to quality natural resources, as well as by the dependence of millions of lives on their natural surroundings for their sustainability."

The campaign will find its home on YouTube - [www.youtube.com/EWTSouthAfrica](http://www.youtube.com/EWTSouthAfrica), on facebook [www.facebook.com/EndangeredWildlifeTrust](http://www.facebook.com/EndangeredWildlifeTrust) and on twitter [@TheEWT](https://twitter.com/TheEWT)

Adding to the digital awareness campaign is an innovative Facebook App, which has been designed and donated by David Potgieter to make it easier for younger audiences to show their appreciation for the work done by the organisation through financial donations. A competition, with a luxury weekend getaway generously sponsored by Champagne Sports Resort - Central Drakensberg as the prize, will further entice audiences to spread details of the campaign far and wide online and by word of mouth.

According to Mike Cook, Creative Director at OK, "We loved this idea from the start. Not only did we get to make funny memes but we are setting a new standard in communication. Millions of people

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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.



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watch these wildlife clips a month, our campaign uses this viewership to our client's advantage. With a small amount of paid media we can create maximum viewership, which will convert into donations for the EWT."

For further information please contact Nomonde Mxhalisa on [nomondem@ewt.org.za](mailto:nomondem@ewt.org.za) or Franco D'Onofrio on [franco@twigacommunications.co.za](mailto:franco@twigacommunications.co.za) and 0824434410. This campaign is sponsored by Owen Kessel Communication, Champagne Sports Resort – Central Drakensberg, Twiga Communications and We Swing Cats.

*End*

#### **About the Endangered Wildlife Trust**

The Endangered Wildlife Trust (EWT) is dedicated to conserving threatened species and ecosystems in southern Africa to the benefit of all people. Our Vision is a healthy planet and an equitable world that values and sustains diversity of all life. The EWT was established in 1973 and is registered as a Non-Profit Organisation. The EWT fills the key niche of on the ground conservation action. We identify the key factors threatening biodiversity and develop innovative methodologies and best practice guidelines to reduce these and promote harmonious co-existence and sustainable living for both people and wildlife. We achieve our goals through specialist programmes, and our skilled field staff are deployed regionally and throughout southern Africa. The EWT is a proud member of the International Union for Conservation of Nature and the United Nations Global Compact. Visit [www.ewt.org.za](http://www.ewt.org.za) for further information.

#### **About OwenKessel**

Our agency is built on this simple rule. Do the right thing, no matter what. Not, do right thing kinda. Not do the right thing, some of the time. It's do the right thing everytime, all of the time, even when it's hard. It's about doing it when there's no money, or too much money. When there's no time, or when there's too much time. When no-one is looking, or when everyone's looking. Do the right thing is about, doing it.

Whether it's a strategy, a TV ad, a promo, a massive 360 degree 3-year roll-out with digital dohickies or an itsy-bitsy business card, it's about doing something that registers, something that makes you feel, makes you think, makes you want to do something, and then share it with someone else.

#### **About Champagne Sports Resort – Central Drakensberg**

Champagne Sports Resort, situated in the Central Drakensberg area, just 4 hours' drive from Johannesburg and 2 hours from Durban boasts an award winning, spectacular, world renowned 18-

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COMMUNICATIONS

hole championship golf course, 152 recently upgraded hotel rooms, 16 well-appointed world class conference rooms and 91 timeshare units, overlooking a golfing masterpiece. The top 30 ranked championship golf course has been rated as SA's most beautiful golf course in recent years with the clubhouse rated in the top five 19th holes in South Africa.

With an array of sporting activities including tennis, squash, volleyball, bowling, putt-putt to name a few, there is something for everyone. Our new Wellness Centre includes an upmarket salon and well fitted gymnasium. The salon has four treatment rooms, comfortable change rooms and a relaxing rest area with cane loungers which look up at the Champagne and Cathkin peaks. The gym is fully equipped for all forms of exercise including general cardiovascular and weight training.

**Reservations & enquiries:**

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**About Twiga Communications**

Twiga Communications is a boutique Public Relations agency that prides itself in providing structured, strategic and measurable PR services. With clients drawn from a diverse range of industries, the agency prides itself in being able to provide the solutions required in getting your message delivered. With extensive experience in Youth, FMCG, Marketing and Advertising and Lifestyle Brands among others, Twiga Communications is the ideal partner to communicate your message.

The range of highly professional services include PR, Social Media and online marketing, writing and event management. Extensive knowledge in all of these fields ensure that the agency is able to integrate your message thorough all media channels - Print, Broadcast and Online thus ensuring the maximum exposure for your brand

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