



## ENVIRONMENTAL CAMPAIGN UNVEILED ON DSTV

*31<sup>st</sup> July 2015*

*Start*

The Endangered Wildlife Trust's (EWT) national environmental campaign entitled "destroy your environment, destroy yourself" is to be unveiled in a television advert this national women's month on six DSTV channels from 1 August 2015. Members of the public can see the TV ad on Kie, Mnet Edge, Mnet Showcase, Mnet Drama, SS Weekday, and Zone Domestic.

The hard-hitting campaign created by Lowe and Partners with support from the National Lottery Distribution Trust Fund is aimed at educating the public about the risks associated with destroying our environment. The campaign will be executed through a series of billboards and print and television film. Ad Outpost will also be featuring the creative work on billboards around Johannesburg. It also exposes the hard truth: Destroying our environment will lead to the ultimate destruction of humanity.

Yolan Friedmann, EWT CEO, said: "As a leading biodiversity conservation organisation with more than 42 years of championing the conservation cause in South African and beyond, we are calling on all media owners to get involved and to pledge media space to drive this campaign. "We need to reach the hearts and minds of each and every South African to make the necessary impact"

The campaign reminds us how connected we are to the environment and demonstrates how our actions or lack thereof are directly linked to nature's wellbeing. "We are inseparably interrelated with nature, and we wanted to show this interdependence between humanity and nature through the compelling film and call-to-action to conserve our natural resources – destroy your environment, destroy yourself." explained Mohau Bosiu, Account Executive at Lowe Joburg.

"Our environmental campaign highlights our continuing commitment to constantly engage with people from all walks of life to take a stand and care for our environment. We only have one Mother Earth and preserving it is not an option. We encourage everyone to play an

active role to conserve the environment." said Lillian Mlambo, Communication and Brand Manager at the EWT.

To pledge media space towards this campaign and to team up with the EWT in spreading this critical message please contact Lillian Mlambo on [lillianm@ewt.org.za](mailto:lillianm@ewt.org.za) . The content is available for print, online, and broadcast channels.

The EWT would like to acknowledge the following partners for their involvement in the campaign:

- Lowe Joburg for conceptualising the hard-hitting campaign and donating their time, resources and expertise towards the development of the campaign.
- National Lottery Distribution Trust Fund for funding support towards the development of the campaign
- Bladeworks for the post production of the TV ad
- Mediahost (Adstream) for streaming the TV ad
- DSTV Media Sales for pledging television airtime towards this worthy campaign.
- Ad Outpost for carrying the outdoor launch on the M1 and M2 highways in Johannesburg.

Join our conversations across our social media platforms:

Facebook – <https://www.facebook.com/EndangeredWildlifeTrust>  
Twitter – [www.twitter.com/TheEWT](http://www.twitter.com/TheEWT)  
YouTube Channel – [www.youtube.com/EWTSouthAfrica](http://www.youtube.com/EWTSouthAfrica)

*End.*

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