



## DESTROY YOUR ENVIRONMENT, DESTROY YOURSELF

18<sup>th</sup> November 2014

*Start*

The Endangered Wildlife Trust (EWT) is launching a national multi-phased integrated TV, radio, outdoor, and digital campaign entitled "destroy your environment, destroy yourself". The campaign will be launched on television on the 19<sup>th</sup> of November on BET international, channel 135 on DSTV at 11AM and will run until 31 December 2014. The campaign has been created by Lowe and Partners with support from the National Lottery Distribution Trust Fund.

The campaign is aimed at educating the public about the risks associated with destroying our environment and fostering a love for our natural world that is so integrated with the survival of human beings. The campaign exposes the hard truth: Destroying our environment will lead to the ultimate destruction of ourselves.

Yolan Friedmann, EWT CEO, said: "We can no longer ignore the fact that our environment underpins all human needs, and is integral to ensuring a sustainable and healthy future for all. The modernisation of society has largely meant increasing human wildlife conflict, escalating consumptive demand and the encroachment of habitats due to rampant infrastructural development. For many people it has meant an entrenched disconnect from our natural world and a lack of appreciation for the role that nature plays in human lives. We need to re-establish in people, an understanding of the various elements on our planet as one interdependent system."

Bruce Anderson, Executive Creative Director of Lowe and Partners Joburg said "Lowe Joburg together with sister company Initiative Media developed a campaign for the EWT that reminds us how connected we are to the environment. The EWT's role in actively conserving our natural heritage needs to be reinforced in the viewer's mind. The aim was to demonstrate how our actions or lack of action is directly linked to nature's well being."

As a 40 year old, leading biodiversity conservation organisation, the EWT is dedicated to conserving threatened species and ecosystems in Africa to the benefit of all. Successful conservation means protecting the habitats that support wild species – and human beings – and in this way, entire ecosystems, communities and socio-economic structures reap the benefits.

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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.



"Whilst we celebrate more than 40 years of conservation in Africa, we need everyone to play an active role in safeguarding the environment. We need your help to continue to do this. We are calling on all media owners to pledge media space to drive this campaign." added Friedmann.

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.

"Our new campaign highlights our continuing commitment in reaching the hearts and minds of all who hold the future of our environment in their hands." said Lillian Mlambo, Communications Manager at the EWT.

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

- Lowe and Partners for conceptualising the hard-hitting campaign and donating their time, resources and expertise towards the development of the campaign.
- Marc Taback, CEO of Initiative Media for donating his time, resources and expertise towards the development of the campaign.
- Viacom International Media Networks Africa for pledging R2 million worth of television airtime towards this worthy campaign.
- Go Fish Client Catchers for carrying the digital launch of the TV ad on Facebook.
- Ad Outpost for carrying the outdoor launch in the Johannesburg area.

*End.*

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