

World of Animals supports OI Pejeta Conservancy with share of profits

Popular wildlife magazine makes its latest annual donation to the Kenyan Conservancy to support its 'Save Rhinos Now!' campaign

In 2014 *World of Animals* magazine launched its global 'Save Rhinos Now!' campaign, to raise awareness and combat the poaching of rhinos and elephants in Africa. But the magazine went one step further than just words and pledged to give a percentage of its profits directly to the OI Pejeta Conservancy in Kenya, so that the team could, first-hand, help turn the tide of poaching in the area and report on it directly from the front lines.

Having now completed two years of financial and media support, *World of Animals* is proud that its donations so far equate to over 1,750,000 Kenyan Shillings, not including reader donations.

Editor of *World of Animals*, Zara Gaspar said: "Our aim is to spread the anti-poaching message to our readers and help safeguard the future of our planet's wildlife. We are incredibly proud of this partnership. OI Pejeta does amazing conservation work and we are thrilled that we can help make a difference. We urge our readers to get involved and help do even more!"

Richard Vigne, OI Pejeta CEO, said of the donation: "Thank you to all at the *World of Animals* who helped raise this money from us all at the OI Pejeta Conservancy. Rhino currently face critical threats as a result of demand for their horn from the Far East and need all the protection they can get. Consequently this donation will be used to bolster our anti-poaching efforts, particularly in support of our armed teams, as we continue to secure East Africa's largest population of black rhinos."

World of Animals magazine was launched in 2013 to celebrate, raise awareness, and educate the world about the diversity and majesty of the animal kingdom.

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