



**FOR IMMEDIATE RELEASE 17TH APRIL 2018**

## **Born Free launches Wildlife Heroes**

### **Wildlife Heroes will celebrate and applaud the work of inspirational conservationists**

International wildlife charity, Born Free, has today launched Wildlife Heroes – a year-long celebration of inspirational women and men from all walks of life who dedicate their lives to the protection and conservation of wildlife.

Wildlife Heroes will recognise and applaud those on the front line of compassionate conservation, from carers to vets, rangers, educators, biologists, researchers and activists – every one of them making a difference each and every day!

These amazing individuals have been chosen for their dedication, courage and support for wildlife conservation. Many are well-known, but others are unsung heroes who are long overdue the public recognition they deserve for their tireless work.

Will Travers OBE, President and Co-Founder of Born Free, said: *“There can be no doubt that without the extraordinary efforts of these amazing people – and the many, many others who are yet to be recognised – wild animals, wild species and wild places would face even greater threats. Their stories deserve to be told; their dedication deserves our respect; and their work deserves our gratitude and support.”*

Born Free will profile two to three Wildlife Heroes a month over the next 12 months on its website [www.bornfree.org.uk](http://www.bornfree.org.uk). Members of the public will be encouraged to share their inspirational stories on social media.

The first two Wildlife Heroes are Bereket Girma, Centre Manager for Born Free Ethiopia's Ensessa Koteh Wildlife Rescue, Conservation and Education Centre, and Glen Vena, Animal Care Manager at Born Free's two big cat sanctuaries in Shamwari Private Game Reserve, South Africa.

**For more information, see <https://www.bornfree.org.uk/wildlife-heroes>**

## Ends

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### Notes to Editors:

#### About Born Free

Born Free's mission is to ensure that all wild animals, whether living in captivity or in the wild, are treated with compassion and respect and are able to live their lives according to their needs. Born Free opposes the exploitation of wild animals in captivity and campaigns to keep wildlife in the wild.

Born Free promotes Compassionate Conservation to enhance the survival of threatened species in the wild and protect natural habitats while respecting the needs of and safeguarding the welfare of individual animals. Born Free seeks to have a positive impact on animals in the wild and protect their ecosystems in perpetuity, for their own intrinsic value and for the critical roles they play within the natural world. For more information about Born Free please visit: [www.bornfree.org.uk](http://www.bornfree.org.uk)

**FOR NEWS AND MEDIA ENQUIRIES, PLEASE CONTACT OUR PR AGENCY:**

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