



## FOR IMMEDIATE RELEASE

### Put your best foot forward and ROAR for lions

**Actor launches a unique challenge to raise £50k for Born Free... and he's looking for supporters to join him!**

Actor, wildlife campaigner and Born Free Patron, Dan Richardson will take on his biggest fundraising challenge to date, with the launch of the ROAR for Lions challenge.

Dan will be limbering up to climb Britain's highest peaks - Ben Nevis, Scafell Pike and Snowdon - as well as scaling skyscrapers in major cities up and down the UK and the Eiffel Tower in Paris, culminating in London's Trafalgar Square – a total of 20,000 feet, all within eight days!

The challenge will raise money for international wildlife charity Born Free, and aim to secure £50,000 for its vital lion conservation work in Africa. It is estimated that just 20,000 wild lions remain in Africa, and so the 20,000 feet climbed during this challenge will symbolise these magnificent animals, and reinforce how important it is that we take steps to protect them.

Dan from Richmond, Surrey, who now lives in Crowthorne, Berkshire, is best known for his role in Disney's *The Lodge*. He is encouraging members of the public to get involved with the ROAR for Lions challenge, through sponsorship, social media support and even taking part in some of the challenges!

He says: *"I'm excited about taking on the physical demands, but what I love most about this challenge is the fact that it's so inclusive. We've designed it to enable as many people as possible to get involved in one way or another and we really hope this will result in much wider knowledge and understanding of the reality of the situation lions are in, and of course more funds raised to help them."*

*"Lions desperately need our help. They are such iconic animals, but many people don't realise the true extent of the threats they face. Over the last two decades, Africa has lost over 40% of its lions and they have already disappeared*

*from at least 12, possibly as many as 16, African countries. Africa without lions is simply unimaginable. Born Free is taking effective action across the continent to protect wild lions and stop their captive exploitation. Through this challenge, we hope to raise significant funds and awareness for Born Free to continue its vital work."*

**Find out more about ROAR for Lions at: <https://www.facebook.com/ROARforLions/>**

**Help Dan reach his £50,000 fundraising target for Born Free!**

• **Feeling adventurous? Download a sponsorship form and join Dan on one of the climbs. Dates and locations will be announced soon - download a sponsorship form here:**

**<https://www.bornfree.org.uk/fundraising>**

• **Can't join in with the challenge? Why not take on a challenge of your own? Link your campaign to ROAR for Lions on Just Giving and all the funds raised collectively will contribute towards the grand total and help the Born Free Foundation to continue doing its critical, life-saving work:**

**<https://www.justgiving.com/roarforlions>**

• **Make a donation! Every little helps – especially when you've got a mountain to climb (or eight)!**

**<https://www.justgiving.com/roarforlions>**

• **Spread the word on social media! Download the ROAR for Lions social media placard, take a photo or video of you, your family, your class mates, work colleagues, rugby team, choir, badminton club...and give us a ROAR! Use the hashtag #ROARforLions, share it on your social media, tag us in (info below) and we'll share it too!**

**Twitter: [@BornFreeFDN](#) [@Dan710ths](#)**

**Instagram: [@BornFreeFoundation](#) [@Dan710ths](#)**

**Facebook: [@BornFreeFoundation](#) [@DanRichardsonActor](#)**

## **Ends**

Image: © Dan Richardson

## **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)

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