



FOR IMMEDIATE RELEASE

Celebrities support Remembering Great Apes on World Gorilla Day

Famous faces help shine a spotlight on the plight of endangered great apes

A host of celebrity wildlife lovers showed their support for Remembering Great Apes – a stunning new photography book – on World Gorilla Day, 24th September.

Michelle Pfeiffer, Ellen DeGeneres, Portia De Rossi, Pierce Brosnan, Kristin Davis, Joanna Lumley, Amanda Holden, Piers Morgan, Susanna Reid and Katherine Jenkins were among the big names who posed with the book as part of the Remembering Great Apes social media campaign which reached millions.

Remembering Great Apes founder, photographer Margot Raggett, said: *"We were overwhelmed at the international support we received for our campaign. Over 30 stars of stage and screen posed with our book and we could not be more grateful for their endorsement. It is a real testament to the quality of the images that have been donated to the book by our photographers."*

Tickets are still available for the book's official launch event at London's Royal Geographical Society on Thursday 18th October. Many of the photographers featured in the book will be at the event to sign copies, which will be hosted by Ian Redmond OBE. Compere for the evening is Remembering Wildlife founder, photographer Margot Raggett, with guest speakers Ofir Drori, founder of wildlife crime investigation unit EAGLE, wildlife photojournalist Tim Laman, and primatologist Dr Cheryl Knott.

Remembering Great Apes features breathtaking images of endangered great ape species including gorillas, orangutans, bonobos and chimpanzees, taken by some of the world's most celebrated photographers. It is being sold in aid of Born Free, with funds going towards supporting the charity's vital work to protect great apes in the wild.

Book tickets for the Remembering Great Apes launch event, which is sponsored by PhotoGuard insurance, at the Royal Geographical Society at: <https://rememberinggreatapes.eventbrite.co.uk>

See details of the FREE two week Remembering Great Apes exhibition at La Galleria, Pall Mall at: www.bornfree.org.uk/events/remembering-great-apes and read more about the Remembering Wildlife series at www.rememberingwildlife.com

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Images: © Joanna Lumley, Ellen DeGeneres and Portia De Rossi and Pierce Brosnan supporting Remembering Great Apes

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

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