

Tintswalo celebrates official launch of TREC campaign

The number of rhinos poached in South Africa since the beginning of the year now stands at 273, which represents one third of the total number of rhinos poached in 2012. As this alarming statistic continues to grow, the Tintswalo Safari Lodge is calling on South Africans to stop reading the headlines and to do something to support the protection of these majestic beasts.

“Stopping the desecration of our rhino population is not simply an overnight process, and it certainly isn’t a one company job either. With shocking media stories circulating about the last rhinos in Mozambique having been poached, we need to do something and soon, before we’re making similar headlines in South Africa,” says Gaye Corbett, Tintswalo Safari Lodge Chief Financial Officer.

As part of their commitment to helping the rhino population, Tintswalo Safari Lodge, in partnership with the Wildlife and Environment Society of South Africa (WESSA) and Game Reserves United (GRU), have come together to form the Tintswalo Rhino Extreme Campaign (TREC). Officially launched at the Tourism Indaba at Durban ICC this past weekend, the initiative is designed to increase awareness of the massacre of the rhino population in Southern Africa, while simultaneously offering support to rangers on the ground protecting rhinos in the nearby Manyeleti Game Reserve and Western Kruger National Park.

“Our aim with the project is to not only raise funds for the rhino population in the two reserves but also to help boost education and correct misconceptions around the rhinos and the usefulness of their horns. Considering that rhino horns are made from the same substance as fingernails, poachers are killing these creatures for no real reason at all as it holds no physical or psychological benefits,” continues Corbett.

In addition to their education drive, Tintswalo Safari Lodge’s Head Ranger, Fritz Breytenbach, has embarked on his 1,000km walk through the two game reserves to raise further awareness of the plight of the rhino. Breytenbach officially started his journey on May 1st and is estimating taking around 90 days to complete the distance – nature dependent of course.

Through the walk, as well as various other awareness activities such as the sponsored corporate walks, TREC is aiming to raise enough money to reduce poaching by 50% in the next 3 years in the reserves around Tintswalo Safari Lodge.

“Through TREC, Tintswalo Safari Lodge is committed to ensuring that South Africa’s rhino population doesn’t become a distant memory. It is only through a collaboration with corporate South Africa that we can make a real tangible difference to protecting our rhino population,” concludes Corbett.

For more information about how you or your company can become a TREC sponsor, contact TREC directly on +27 15 793 9015 or email them at trec@safari.tintswalo.com. If you would like to sponsor the campaign contact Gerdi Swanepoel on owners@tintswalo.com or call 011 300 8700. Don't forget to support TREC and Breytenbach by following the ranger via a variety of social media platforms such as [Facebook.com/TREC1000](https://www.facebook.com/TREC1000) and [@Trec1000](https://twitter.com/Trec1000) on Twitter.

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Words: 497

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