



## 'BORN TO LIVE WILD' A PLEDGE FOR AFRICA'S PREDATORS



The 2015 feature documentary Blood Lions has brought the horrors of predator breeding and a variety of other exploitative activities to the world's attention. The film is a compelling call to action to have these practices stopped.

Currently, thousands of predators, mostly lions and cheetahs, are being held in captivity in South Africa to be used in exploitative tourism activities. Blood Lions has illustrated how, by interacting with 'wild' animals in captivity, travellers are contributing to a never-ending cycle of cruelty and abuse. Deneb has joined forces with the team at Blood Lions by signing their 'Born to Live Wild' pledge.

This pledge is our promise to never knowingly work with operators contributing to the cycle of breeding and exploitation of predators in Africa. It is also our commitment to support endeavours towards wildlife conservation and economic development in any country we work in.

**Precisely, we commit ourselves to the following:**

1. To not knowingly book or otherwise support any breeder or operator that contributes to the cycle of breeding, exploitation and senseless killing of predators. This includes all petting and 'walking with lion' facilities.
2. To continue our support and promotion of the formal conservation community in their endeavours to secure the survival of Africa's predators in the wild. Without wild lions and the rest of the predator guild extant in functioning ecosystems, there will be no African tourism industry; a calamitous situation for many economies.
3. To continue in our own endeavours towards wildlife conservation and economic development where we operate across Africa.
4. To continue supporting an ethical and responsible interaction with Africa's wilderness and wild animals.
5. To continue promoting Africa as an authentic, wild and rewarding tourism destination.