



MEDIA RELEASE

Thursday 16 October 2008

FOR IMMEDIATE RELEASE

Supporting an ancient world

Well known for their luxury adventures into inspiring parts of the world, Abercrombie & Kent have recently partnered with not for profit organisation, Rainforest Rescue, to protect one of Australia's most inspirational regions, the ancient rainforests of the Daintree.

Through supporting Rainforest Rescue's Daintree Buyback and Protect Forever Project, Abercrombie & Kent Philanthropy (AKP) is helping to ensure the regions natural beauty that attracts more than one million national and international visitors each year, is protected forever.

This partnership will enable A&K to further embrace environmental conservation by contributing to the maintenance of delicate ecosystems, protection of some of the world's oldest species of flora and fauna and reduction of accelerating climate change.

The goal of AKP is to provide long-term support for existing natural ecosystems to ensure that human populations, flora and fauna continue to survive and coexist successfully. In particular A&K Australia focuses on protecting our unusual habitats and vast biodiversity.

Jorie Butler Kent, Vice Chairman of Abercrombie & Kent Group and founder of A&K Philanthropy explains, "A&K has always believed passionately in adventures that both respect the natural environment and benefit indigenous peoples. Our long held philosophy is governed in equal parts by this unswerving commitment to conservation whilst creating lasting travel experiences. It is this thinking that has lead to the establishment of A&K Philanthropy and the announcement of this initiative with Rainforest Rescue. We aim to make a difference whilst giving A&K travellers the most inspiring lifetime experiences."

A&K will take a 'hands on' approach to the partnership, encouraging clients to visit the region to further enhance their knowledge and understanding of this important conservation and restoration project.



rainforestrescue.org.au

“It’s great to have organisations like Abercrombie & Kent supporting us, as with many of our other corporate partners, they’re business philosophy is founded on a strong commitment to conserving our natural environment,” said Rainforest Rescue Corporate Partnerships Manager, Lana Nancarrow.

To help Rainforest Rescue protect rainforests forever, visit www.rainforestrescue.org.au or phone 1300 763 611.

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About Rainforest Rescue

Not for profit organisation Rainforest Rescue protects and restores rainforests in Australia and internationally. Rainforest Rescue’s projects re-establish rainforests through planting, maintenance and restoration programs, as well as purchasing and protecting high conservation value rainforest and preserving its biodiversity.

About Abercrombie & Kent Philanthropy

Abercrombie & Kent Philanthropy (AKP) is deeply committed to worldwide conservation. They believe that the preservation of our natural and cultural heritage is best accomplished through the sustained unification of environmental and economic goals.

For more information about **Rainforest Rescue**, contact:
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