



## Conservation Lager- "Ours for Us"

Johannesburg, 25 March 2019: Devil's Peak Beer Company, is proud to announce the launch of a Conservation Lager Series, which will raise funds for programmes aimed at conserving our natural heritage.

Each bottle sold will contribute R1.00 to The Boucher Legacy Foundation, which focuses on protecting endangered wildlife and support the war on poaching.

Devil's Peak Director, Russell Boltman said: "The statistics of destruction of our natural heritage in Africa are horrifying. Every day we witness the decimation of magnificent wildlife.

"Tourism is one of the very few sectors in South Africa that can attract much needed revenue into our economy, and is a critical driver of job creation.

"Each visitor to our country not only creates job opportunities but helps create wealth. We all need to come together to fight against the threat posed to the African, and South African, tourism sectors by the destruction of our wildlife."

Conservation Lager is a 6-part series by Devil's Peak that taps into its brand essence that the company takes pride in protecting what is ours: "Ours for Us".

Mark Boucher outlined key statistics on endangered mammals:

- Each day in South Africa, 3 rhinos are brutally killed.
- Every ten minutes, an elephant is taken out in Africa.
- Over 1 million pangolins have been senselessly wiped out over the past 15 years.
- The king of the wild, lions are in grave danger of extinction as only 20 000 remain.
- Only 7100 cheetah roam the plains of Africa
- 5300 wild dogs are left in the wild

The partnership between Devil's Peak and the Boucher Legacy Foundation is critical to the success of this venture. Founded by Mark Boucher in 2012 upon his retirement from the world stage of international cricket, the Foundation has made great strides in supporting far-reaching programmes on rhino protection. This has been achieved through working with the Rhodis Foundation to place all our rhino onto a DNA database, allowing for rhino identification and the linkage of DNA for prosecution of poaching syndicates.

In addition, the Boucher Legacy has worked with SANParks to monitor the movement of rhino's in the South of the park to ascertain the impact of poaching on migration patterns and for protection of individual animals.

Russel Boltman said: "Our initial aim in phase one is to sell 1 million bottles of Devils Peak Conservation Lager to raise R1 million towards the projects that the Boucher Legacy Foundation is focussed on. We are determined to protect what is ours."

Devils Peak is also proud to be partnering with other great premium South African brands to take the Conservation Lager Series program to consumers in South Africa and to the world at large.

- Tops at Spar, a household premium retail brand in South Africa and a passionate supporter of conservation in our country.
- Tourvest as a leading retail and hospitality brand centred around our heritage and wildlife properties and the promotion of South Africa as a top tourist destination.
- Tsogo Sun, a legendary hospitality group that has hosted the World across the length and breadth of our beautiful country for decades.
- SAFair, a proudly South African airline and partner to the Springboks & Conservation Lager.

Mark Boucher said: "We at The Boucher Legacy are extremely grateful to our friends at Devils Peak for this amazing program that will not only raise funding for the Boucher Legacy and our conservation initiatives but will also draw public attention to the plight of our magnificent mammals that are under threat each day due to poaching atrocities."

