



## EWT CEO NOMINATED FOR 2015 CONSERVATIONIST OF THE YEAR AWARD

29<sup>th</sup> July 2015

Start

Renowned conservation leader and Chief Executive Officer of the Endangered Wildlife Trust (EWT), Yolana Friedmann, has been nominated for the Conservationist of the Year for her leadership, drive and passion in championing the conservation cause in South Africa. She is one of the seven finalists nominated in the Conservation Category for the AFRICA NEWS NETWORK (ANN7) South African Of The Year (SATY) 2015 Awards.

We encourage all EWT members, associates, partners and members of the public to vote for Yolana via the various options outlined below. Yolana's nominee number is 7 and is to be included when voting for her.

The EWT is one of the largest conservation NGOs operating throughout southern Africa and runs over 70 projects that collectively contribute towards achieving its Mission to *conserve threatened species and ecosystems in southern Africa to the benefit of all*. Founded in 1973, the EWT has become a household name in the fight to protect Africa's last wild places and its most threatened species.

In recent years the Trust has tackled the scourge of wildlife crime by deploying wildlife sniffer dogs into airports and border posts; has partnered with social development partners to address social and wildlife crime cohesively in rural communities; has developed projects which acknowledge and address the need for human sexual and gender rights to be integrated into the development of sustainable communities; has coordinated the reintroduction of Cheetahs and Wild Dogs into reserves that now house nearly as many animals as the Kruger National Park; has been instrumental in stabilising and in some cases reversing the decline in populations of species such as Wattled Cranes and Dugongs; has initiated much needed field work for amphibian and reptile conservation and established Africa's first network for business leaders to engage in biodiversity conservation through their supply chains, business operations and strategies.

The EWT is proud of this work being undertaken in association with our wide range of partners and associates and we are delighted that this critical conservation work is being highlighted in this year's SATY Awards. We are also delighted that the important work being undertaken by the other six nominees, all of which forms a critical part of the local conservation landscape, is being publicised and acknowledged.

**Physical Address:** Building K2, Ardeer Road, Pinelands Office Park,  
Modderfontein 1609, Gauteng, South Africa

**Postal Address:** Private Bag X 11, Modderfontein 1645, Gauteng, South Africa

**Tel:** +27 (0) 11 372 3600 **Fax:** +27 (0) 11 608 4682 **E-mail:** [ewt@ewt.org.za](mailto:ewt@ewt.org.za) **Web:** [www.ewt.org.za](http://www.ewt.org.za)

The Endangered Wildlife Trust is a non-profit, public benefit organisation dedicated to conserving species and ecosystems in southern Africa to the benefit of all people.

**NPO Number:** 015-502, **PBO number:** 930 001 777, **Member of IUCN** - The International Union for Conservation of Nature  
The Endangered Wildlife Trust is US 501(c)(3) compliant under **US IRS Registration number:** EMP98-0586801.



#### Vote for Conservationist of the Year

- SMS CONV + 7 to **43043**
- Email CONV + 7 to [satyvoting@ann7.com](mailto:satyvoting@ann7.com)
- visit [www.ann7.com/saty](http://www.ann7.com/saty) or <http://www.ann7.com/saty/nominees.php> to vote online.

For more information about the ANN7 South African of the Year (SATY 2015) Awards please visit [www.ann7.com/saty](http://www.ann7.com/saty) The SATY 2015 Awards will take place on the 17<sup>th</sup> of October 2015 in Johannesburg.

#### Join our conversations across our social media platforms:

Facebook: <https://www.facebook.com/EndangeredWildlifeTrust>  
 Twitter: [www.twitter.com/TheEWT](http://www.twitter.com/TheEWT)  
 YouTube Channel: [www.youtube.com/EWTSouthAfrica](http://www.youtube.com/EWTSouthAfrica)

*End*

Contact: Lillian Mlambo  
 Communication & Brand Manager  
 Endangered Wildlife Trust  
 Tel: +27 11 372 3600  
[lillianm@ewt.org.za](mailto:lillianm@ewt.org.za)

**Physical Address:** Building K2, Ardeer Road, Pinelands Office Park,  
 Modderfontein 1609, Gauteng, South Africa

**Postal Address:** Private Bag X 11, Modderfontein 1645, Gauteng, South Africa  
**Tel:** +27 (0) 11 372 3600 **Fax:** +27 (0) 11 608 4682 **E-mail:** [ewt@ewt.org.za](mailto:ewt@ewt.org.za) **Web:** [www.ewt.org.za](http://www.ewt.org.za)

The Endangered Wildlife Trust is a non-profit, public benefit organisation dedicated to conserving species and ecosystems in southern Africa to the benefit of all people.

**NPO Number:** 015-502, **PBO number:** 930 001 777, **Member of IUCN** - The International Union for Conservation of Nature  
 The Endangered Wildlife Trust is US 501(c)(3) compliant under **US IRS Registration number:** EMP98-0586801.