



3 December 2018

New hope for threatened cats this International Cheetah Day

Start

As we prepare to celebrate International Cheetah Day on 4 December 2018, the Endangered Wildlife Trust (EWT) is thrilled to announce that PwC South Africa has become a valued supporter of our Cheetah Conservation Project.

The EWT launched the Cheetah Conservation Project in 2011, with the aim of increasing Cheetah numbers, and maintaining their welfare and genetic integrity across southern Africa and beyond. Working hand-in-hand with game reserves across the country, we are proud to report that the project has been a great success. This is thanks to many private and state reserves creating safe space for Cheetah populations.

Human pressures threatening Cheetahs include retaliatory killings due to livestock attacks, snaring, poaching for skins, roadkill, and loss of space due to agriculture and urbanisation. These factors have contributed to the global declines in wild Cheetah populations to the extent that Cheetahs have become extinct in 94% of their historical range in the past 13,000 years. It is hard to believe that this species once roamed as far north as the former Soviet Union, and as far east as Myanmar (Burma). Almost a quarter of this global decline has taken place in the past 15 years.

In contrast, since the inception of the EWT's Cheetah Conservation Project, the population of this charismatic cat has grown from 217 wild Cheetahs on 41 reserves, to 361 Cheetahs on 57 reserves. We have also reintroduced Cheetahs to Malawi and the Free State, where they had previously gone extinct. In fact, South Africa and Malawi are the only African countries with increasing Cheetah populations, thanks to these efforts.

James du Preez, PwC Africa's Clients and Markets Development Leader said, "In line with our purpose of building trust in society and solving important problems, PwC is committed to making a difference where it's needed most. In sponsoring the EWT's Cheetah Conservation Project, we're proud to play a role in contributing to the survival of these beautiful animals on the African continent."

Thanks to the incredible support of PwC, the EWT looks forward to making even greater strides to help our Cheetahs win the race against extinction.

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About the Endangered Wildlife Trust

The Endangered Wildlife Trust (EWT) has worked tirelessly for over 45 years to save wildlife and habitats, with our vision being a world in which both humans and wildlife prosper in harmony with nature. From the smallest frog to the majestic rhino; from sweeping grasslands to arid drylands; from our shorelines to winding rivers: the EWT is working with you, to protect our world.

The EWT's team of field-based specialists is spread across southern and East Africa, where committed conservation action is needed the most. Working with our partners, including businesses and governments, the EWT is at the forefront of conducting applied research, supporting community conservation and livelihoods, training and building capacity, addressing human-wildlife conflict, monitoring threatened species and establishing safe spaces for wildlife range expansion.

A beacon of hope for Africa's wildlife, landscapes and communities, the EWT is protecting forever, together. Find out more at www.ewt.org.za

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