

HKLM, TS&A secure Tanzania environmental project

HKLM and Terry Sutherland & Associates have together been awarded a contract for the relocation of 32 black rhino from South Africa into the Serengeti National Park in Tanzania.



Gary Harwood & Terry Sutherland

Tanzania and South Africa, together with Tanzanian National Parks (TANAPA); Singita-Grumeti Reserves and Frankfurt Zoological Society have combined resources to enable the translocation of the 32 black rhino into the Serengeti National Park, commencing on 24 November 2009.

The last black rhino cow in the Serengeti was shot in 1995 and so too was an eight-month old male calf, which once captured was later moved to Addo National Park as part of an intended breeding programme. The rhino, named Richard, will return to his original habitat in Tanzania as part of the project.

Two hundred and fifty VIP guests (hosted by the Tanzanian President and TANAPA) will fly into the Serengeti on 24 November to celebrate the commencement of the mission, and the translocation of Richard along with an initial other four black rhino.

Says Gary Harwood, group creative director of HKLM, "A project of this grandeur goes beyond building the brand awareness and integrity of the three sponsors - it is about the sustainability of an endangered species, along with increasing the demand of what has to be the most magical wildlife destination in the world. With HKLM's own company policy being about responsibility and turning good ideas into inventiveness, I am extremely honoured to be able to contribute our expertise to this project."

Terry Sutherland says, "It is a great honour to be awarded a project of such international stature, and with strong purpose. Likewise I am thrilled at our association with professional branding gurus HKLM. Preparing a memorable occasion, including heads of state, top environmental professionals and the world's media is not only going to be a challenge but a privilege!"

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