

Nude ladies on calendar to save rhino

Almost 150 rhino carcasses have been discovered in South Africa so far this year. Shocking news indeed, and at this rate we are likely to see similar, or even greater numbers lost than last year, which at a total of 443 rhino poached was the worst year on record for South Africa.



It has been reported that at the present rate, South Africa's rhino will enter population decline by mid 2012. Something urgently needs to be done, and we all have a responsibility to get involved. Whilst joining a Facebook group, and expressing our support for anti-poaching efforts and our horror at the carnage in our parks is a good way to raise awareness, it somehow just doesn't seem to be enough.

Inspired by leukemia calendar

Raising funds to support and better equip the men and women on the front line seems to be a good place to start, and a group of concerned employees at the Jenman African Safaris' head office in Cape Town, have hit upon a novel way to do just that. The Jenman ladies have decided to shed their clothes - and their inhibitions - and produce a photographic calendar to raise funds for rhino conservation.

Their idea was inspired by the story of Angela Baker and her fellow members of the Rylstone Women's Institute in Yorkshire, England who produced a nude calendar in 1999 in aid of leukemia research. Angela Baker's calendar eventually raised over £2 million for leukemia research, and inspired a film that grossed over \$96 million at the box office.

The calendar will be launched at the Indaba 2012 Travel Trade Show in May this year. For more information or to pre-book your copy, go to www.jenmansafaris.com.