



# Newsflash

21<sup>st</sup> September 2012

## Rhino Parade at King Shaka International Airport

The Rhino Parade is a project with the Wildlands Conservation Trust and Ezemvelo KZN Wildlife and KSIA adopted it as one of their CSI projects and where famous national celebrities endorse the “Save the Rhino Campaign” to help to save these magnificent animals.



The project involves building almost life size rhinos by students from DUT and painting them according to the celebrities’ choice of colors and personal messages. The celebrities that have endorsed the project for KSIA are cricket legend, Shaun Pollock, rugby star Pat Lambie, music great Ray Phiri and Olympic gold medal winner, Chad le Clos.



Yesterday KSIA proudly launched the unveiling of the rhinos for Shaun and Pat who was joined by Ezemvelo KZN Wildlife CEO, Dr. Bandile Mkhize and CEO of Wildlands Trust, Dr. Andrew Venter, media and invited guests. The event was hosted by Thabani Gcaba of Newscape at KSIA and the guests were treated to a scrumptious breakfast before the unveiling. The launches also gave passengers and staff an opportunity to meet and take pictures with the celebrities.



The DUT students who built and painted the rhinos were also on hand to celebrate with the stars. The Rhino Parade was launched last year at the Nelson Mandela Square with Freshly Ground and Parlatones. KSIA is the 1<sup>st</sup> airport in the country to have the Rhino Parade. The idea of having the rhinos displayed at KSIA was to promote the rhino campaign and create the awareness of the role the airport is playing for this cause.



The 2 celebrity rhinos will be joined by the other 2 rhinos next month and will remain at KSIA until the end of November and then taken to the City Hall to be auctioned off at a gala dinner.



KSIA was also invited to a golf tournament after the launch as part of the Rhino Parade Campaign and was awarded, amongst 5 corporate companies, the Rhino Ambassador Award.



Well done to the teams that helped to make this a success especially C&BM, Bird & Wildlife Retail, Kwenda Marketing, Newscafe and Environmental!!!

**Issued by: Communications and Brand Management**