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**FOR IMMEDIATE RELEASE**

**AFRICAN CONSERVANCY ANNOUNCES TRAVELER'S LEGACY PROGRAM**

— *Innovative program provides traveler-originated funding for conservation and rehabilitation of African wilderness* —

Vista, Calif., Feb. 18, 2003— The African Conservancy, a nonprofit organization dedicated to preserving African wildlife and traditional cultures, today announced the Traveler's Legacy Program, which allows travelers to broaden their global horizons and experience the country of Zambia while making a positive contribution to the national parks, game management areas, towns and villages they visit.

In partnership with select hospitality providers in Zambia, the African Conservancy will allocate a portion of each traveler's tour cost to conservation and socioeconomic projects being undertaken in host communities. This concept of "travelers philanthropy" provides the systematic assistance needed to sustain charitable activities in areas of the country where natural resources are in danger of being depleted.

"The Traveler's Legacy program services the vanguard of a new breed of travelers who seek not only to benefit from destinations they visit, but contribute to their well-being and authenticity," said Michael Seltzer, director of Business Enterprises for Sustainable Travel (BEST). "An increasing number of today's travelers, when experiencing the fragility of local wildlife and culture, will be motivated to ensure those precious resources will be protected for generations to come," said Seltzer. "They look for opportunities to be a part of the solution, not a part of the problem. The Traveler's Legacy program is an excellent example of the type of value that today's travelers are seeking."

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The African Conservancy selected Zambia as its travel headquarters because it offers many territories still unspoiled by Western influence, a wealth of cultural convergence, and unparalleled wildlife viewing. During the tour, travelers may visit any number of exotic locations including:

- Lusaka, Zambia's capital city, with its history, art, and urban contemporary African culture
- Livingstone, site of the magnificent Victoria Falls and one of Zambia's most outstanding cultural museums
- Songwe Gorge, the Zambian Grand Canyon, where travelers spend an unforgettable night high above the mighty Zambezi River
- The Luangwa Valley, which contains some of the highest concentrations of game in Africa
- Kafue National Park --a.k.a. the Lion House, famed for its abundance of predators and unique swamp/flood plain ecology
- Lake Tanganyika, the second deepest fresh water lake in the world

Tours are all-inclusive and undertaken by private aircraft and four-wheel drive vehicles. 14-day and 17-day itineraries are available, and prices range from \$5,995.00 to \$7,495. Dates are customizable beginning June 2003 through October 2003. To increase the authenticity and intimacy of the African encounter, group size is limited to eight people. Single supplements apply.

Since the Traveler's Legacy program is intended to engage people in the welfare of the destinations they visit, travelers will learn about several different grassroots projects before ultimately selecting where their funding will be allocated. Beneficiary organizations and projects for 2003 include the Luangwa Safari Association and Nsefu Food program, Conservation Lower Zambezi, the Tongabezi Trust School and the Mukinge Mission Hospital.

"Our goal is to expand the consciousness of global travelers to include a gift to the country they are visiting," said Corinne Waldenmayer, president and executive director of the African Conservancy. "Knowing that a portion of the cost of their trip will help conserve and rehabilitate the African wilderness creates a sense of ownership and engages people to have a broader vision."

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### **About the African Conservancy:**

The African Conservancy is a 501(c)(3) nonprofit organization dedicated to preserving African wildlife and traditional cultures. This is a mission of extreme urgency because Africa's biodiversity is being destroyed faster than nature can replace it. The African Conservancy's portfolio of programs includes wildlife, environmental, and cultural education; cultural preservation and empowerment; and wildlife protection and rehabilitation. All programs are conceived, designed, and implemented in Africa with local staff, government and community partners, and all programs contribute to economic development and promote self-sufficiency. The African Conservancy is headquartered in Vista, Calif. and maintains a base of operations in Lusaka, Zambia. More information about the African Conservancy is available at [www.africanconservancy.org](http://www.africanconservancy.org).

*Editors Note: Photos available at <http://www.africanconservancy.org/member/travelimages.html>*

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