

# Press Release

## Andy Rouse helps gorilla conservation

*limited edition print donates 100% of profits to vital projects*



### 15th June 2009 Wales for immediate release

Award winning professional wildlife photographer and conservationist Andy Rouse has committed to helping the plight of the gorilla. A veteran of countless gorilla treks, Rouse has teamed up the United Nations Convention on Migratory Species to raise much needed funds for gorilla conservation projects. 2009 is the UN International Year of the Gorilla (YOG) and partnering the CMS are the UNEP Great Ape Survival Project (GRASP) and the World Association of Zoos and Aquariums (WAZA).

The first fund raising project is the publication of a beautiful limited edition print called Generations (shown opposite). **100%** of the profits will be donated to gorilla conservation projects administered by the UN (via a UK charity). The edition size is 500 only, each print costs £49 GBP plus delivery, measures approximately A3 in size and is printed on Giclee PhotoRag paper. When the edition sells out then approximately £12,000 will be raised to help the plight of the gorilla.

In Rouse's words "The Gorilla holds a special place in my heart and for many years I have been taking tourists to see these amazing great apes. To be amongst them and witness their daily lives is a real privilege and one that I want future generations to share. The gorilla is threatened across much of its range by the effects of poaching, illegal logging and mining and the bush meat trade. A ranger dies on average every 6 weeks in the Democratic Republic of Congo protecting the native gorilla populations so the threat is very real. Please support the YOG 2009 by buying this print and you will be making a direct contribution to the future of the gorilla."

The print is available for order online from [www.printsforprimates.co.uk](http://www.printsforprimates.co.uk)

**- Release Ends -**

### **Notes for Editors**

- 1) A high res image of the Generations edition is available for publication, please email [andyrouse@mac.com](mailto:andyrouse@mac.com) with details
- 2) Check [www.andyrouse.co.uk](http://www.andyrouse.co.uk) for background information on Andy Rouse
- 3) The prints are being produced professionally for Andy Rouse by ACTPIX Ltd