



The Institute of Greatly Endangered and Rare Species



www.MyrtleBeachSafari.com - P.O. Box 31210, Myrtle Beach, SC 29588 - www.RareSpeciesFund.org

PRESS RELEASE:

Gorilla Conservation Coffee



The Rare Species Fund has participated in a project in conjunction with its Uganda conservation partner, Conservation Through Public Health. Funding for this project helped create product branding and educated local farmers in sustainable farming methods, increasing product quality and yield. Further, some of the coffee producers in this project were once poachers who have been given an alternative method of providing for their families. By providing coffee farmers living around the Bwindi Impenetrable Forest an outlet for their product, and obtaining premium prices for their coffee, the Gorilla Conservation Coffee project gives farmers a more reliable source of income, which in turn translates to more financially stable villages that become less reliant on illegally exploiting resources from gorilla environments for survival.

In addition to community involvement and enrichment, \$1.50 per kilo of GCC sold goes directly to Conservation Through Public Health and their ongoing, in-the-field conservation of wild mountain gorillas.

Purchase your Gorilla Conservation Coffee at: <http://www.gorillaconservationcoffee.org>



The animals of Myrtle Beach Safari are not only important ambassadors for their species, they inspire individuals to become proactive in conservation and take responsibility for the impact of their own daily choices. In addition, funding raised from the animal encounters at the Myrtle Beach Safari goes directly to help support the conservation of the world's most vulnerable biological hotspots. To date, more than \$1 million has gone directly from wildlife interactions to help support gorillas, chimpanzees, elephants, rhinos, tigers and orangutans in their natural habitats.

<http://www.RareSpeciesFund.org>