



## Born to Live Wild – A PLEDGE for wildlife

At Intrepid we want our travellers to have the best experience possible. While wildlife viewing is a big part of many of our itineraries, we believe it's best to view animals in their natural habitats and to do so with the greatest level of respect. We ask all of our travellers to refrain from visiting any venues that exploit animals or use them for any forms of entertainment. Facilities displaying captive animals and advertising activities like cub petting, walking with lions, elephant riding or handling of wildlife must be avoided. While they may appear fun and educational, or even claim to be working in the name of conservation, they are unnatural and stressful for the animals involved. The cub petting and lion walking industry directly contributes to the exploitative breeding and canned hunting of lions (and other predators) and is especially rife in South Africa. Currently, almost 8,000 predators are being held in terrible conditions, living in cages and/or confined areas; none of this has anything to do with conservation. If we don't act now, that number could well be over 12,000 within the next few years.

The 2015 documentary 'Blood Lions' brought the horrors of predator breeding, canned hunting and a variety of other exploitative activities using lions and other species to the world's attention.

Intrepid have joined forces with the team at Blood Lions, and have committed to actively working towards a solution by signing their 'Born to Live Wild' pledge.

We commit ourselves to the following:

1. To not knowingly book or otherwise support any breeder or operator that contributes to the cycle of breeding, exploitation and senseless killing of predators. This includes all petting and 'walking with lion' facilities.
2. To continue our support and promotion of the formal conservation community in their endeavours to secure the survival of Africa's predators in the wild. Without wild lions and other predators extant in functioning ecosystems, there will be no African tourism industry – a calamitous situation for many economies.
3. To continue in our own endeavours towards wildlife conservation and economic development wherever we operate across Africa.
4. To continue supporting an ethical and responsible interaction with Africa's wilderness and wild animals.
5. To continue promoting Africa as an authentic, wild and rewarding tourism destination.

We urge all of our passengers, crew and staff to please **THINK** before you **VISIT, CUDDLE, WALK, VOLUNTEER** or **SHOOT**. You have the power to stop lions being bred for the bullet.