



For Immediate Release

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Africa Adventure Consultants Joins African Wildlife Foundation's Big 5 Society

DENVER, CO – January 12, 2017 – [Africa Adventure Consultants](http://www.adventuresinafrica.com) has joined the Africa Wildlife Foundation's Big 5 Society with a donation of \$5,000. The African Wildlife Foundation, together with the people of Africa, work to ensure the wildlife and wild lands of Africa will endure forever.

"Africa Adventure Consultants was founded on the core values of contribution, excellence, connection and balance" said AAC President, Kent Redding. "Our involvement with organizations such as the African Wildlife Foundation helps to preserve what makes Africa one of the most richly biodiverse continent on earth, as well as to sustain the core values that have shaped our company for 17 years."

"African Wildlife Foundation (AWF) is extremely grateful for the support provided by Africa Adventure Consultants (AAC), said Craig Sholley, Senior Vice President, AWF. "AWF believes that it is critically important for safari operators like AAC to play an active role in conservation. By partnering with AWF and its record of 55 years of successful African conservation impact, AAC is helping to protect the wildlife asset on which their respected company is based."

In addition to this most recent donation to the AWF, AAC also hosted an educational happy hour introducing their past travelers and supporters to members of the AWF staff. During the happy hour, they discussed the wildlife poaching crisis, and asked attendees to support the advancement of the people of Africa and to help protect the continent's wildlife and wildlands.

In the past year, AAC has also made contributions to AfricAid, AMREF, the Gorilla Doctors and the Global Health Foundation, amongst others. Each organization is carefully vetted and deemed to have impactful programs on the continent of Africa, supporting its people and wildlife.

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About Africa Adventure Consultants

Africa Adventure Consultants (AAC) is an award-winning safari company specializing in crafting custom itineraries to 13 countries in Africa, from classic photo safaris and adventure trekking to luxury honeymoons and family holidays. The staff at AAC has lived, worked and traveled throughout Africa, giving them an insider's perspective on how to create the best safaris in the continent's top destinations. AAC offers personalized tour planning to Botswana, Ethiopia, Kenya, Malawi, Mozambique, Namibia, Rwanda, Seychelles, South Africa, Tanzania, Uganda, Zambia and Zimbabwe. In addition to creating customized private journeys, AAC offers group tours, including gorilla safaris, Kilimanjaro climbs, walking safaris and more.

For more information Africa Adventure Consultants, visit www.adventuresinafrica.com, call toll free at 866-778-1089 or email info@adventuresinafrica.com.

About the African Wildlife Foundation

Founded in 1961, AWF is headquartered in Kenya with field offices throughout sub-Saharan Africa, and a support office in Washington, D.C. AWF implements programs focused on wildlife protection, land conservation, and empowering communities through access to education and enterprise. AWF's anti-poaching campaign works to stop the killing of endangered wildlife in Africa, stop the crimes of trafficking wildlife overseas, and stop the consumer demand for wildlife products. Partnerships are key to AWF's success. In collaboration with individual, corporate, and foundation donors we are advancing on-the-ground efforts to protect carnivores, elephants, and rhinos. We welcome your interest in joining us to ensure that these animals survive and thrive in Africa.

For more information on the African Wildlife Foundation, visit www.awf.org, call 202.939.3333 or email Egray@awf.org