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&BEYOND LAUNCHES PHILANTHROPIC ITINERARIES February 2017

With travellers increasingly turning towards responsible travel and participative experiences becoming more mainstream, luxury travel operator &Beyond has launched a selection of philanthropic itineraries that highlight the company's ethos of Care of the Land, Care of the Wildlife, Care of the People. Providing an enticing glimpse into &Beyond's land and wildlife practices, as well as their people development projects, the tours are designed to provide the opportunity for guests to gain some first-hand experience in conservation and community initiatives. Lifting the veil around responsible luxury travel, the tours in South Africa, Kenya and Tanzania combine high end accommodation with the opportunities to give back to the people and wildlife that make Africa a unique tourism destination.



The 10-day [Travel With Purpose in South Africa](#) adventure includes a safari at &Beyond Phinda Private Game Reserve, as well as the scenic marvels of Cape Town and Hermanus. At the game reserve, travellers get up close and personal with one of Africa's most iconic species as they participate in a rhino notching conservation experience. They also gain insight into the challenges facing rural communities as they visit education and healthcare projects, as well as local small business initiatives supported by &Beyond. They will later have the opportunity to contrast this with the projects in Cape Town, one of largest urban areas, which include early learning centres, urban agricultural and environmental programmes and more. After exploring the highlights of Cape Town, travellers move on to Hermanus. Here they will be introduced to the work done in an educational training centre, as well as an agricultural project, in between enjoying whale watching and exploring the spectacular landscape.



A similar 12-day [Travel With Purpose in Kenya](#) tour introduces guests to the wildlife and the people of East Africa. Guests can adopt an elephant at the David Sheldrick Elephant Orphanage and hand-feed a giraffe at the Giraffe Centre. The contrast between rural and city life is once again explored with opportunities to meet with students from the Community Leaders Education Fund bursary programme appearing alongside the chance to immerse yourself in the traditional Maasai way of life at Chyulu Plains National Park. The wildlife sanctuaries at Ol Pejeta and Lewa Downs, home to chimpanzee and rhino sanctuaries, round up the journey.



Across the border, the [Travel with Purpose in Tanzania](#) experience begins in Arusha, spending time with the disabled workers at the Shanga project and visiting two of the city's health programmes. Travellers will explore the farming and fishing communities on the edge of Lake Manyara and get to know a local school. In the Ngorongoro Conservation Area, guests will gain insight into protection the local lion population from the team at the



KOPELion project. A visit to an authentic Maasai boma will provide a glimpse of local life. In between, travellers will enjoy some of East Africa’s most iconic landscapes and wildlife conservation areas.

For more about these life-changing experiences, contact your preferred travel provider or log on to www.andBeyond.com.

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ABOUT &BEYOND

&Beyond is one of the world’s leading luxury experiential travel companies, designing personalised high-end tours in 15 countries in Africa, five in Asia and four in South America. We also own and operate 29 extraordinary lodges and camps in Africa’s iconic safari and island destinations. In addition, &Beyond operates small group, set-departure expeditions throughout Africa and Asia. This enables us to positively impact more than 9 million acres of wildlife land and 2 000 kilometres of coastline.

Established in 1991, &Beyond takes exceptional care of our guests in order to make a difference; our commitment to sustainable responsible travel, conservation and community empowerment has been globally recognised with multiple awards over the years. We offer warm local hospitality and sublime natural luxury that combine with interpretive natural experiences, led by highly-skilled guides and rangers.

Please note: We are legally required to use the font ‘trebuchet’ when printing the ampersand in ‘&Beyond’. If this is not possible, please write it out in full, i.e. ‘andBeyond’. The referring website in your article should be www.andBeyond.com.

ABOUT AFRICA FOUNDATION

Founded in 1992, Africa Foundation has built up a highly successful track record in empowering and enriching the lives of communities living adjacent to conservation areas, specifically in the areas of healthcare, education and enterprise development. It is a registered trust, tax exempt and non-profit organisation, supported by the Africa Foundation UK and Africa Foundation USA, as well as &Beyond, lodge guests and other donors. To find out how you can personally contribute to similar projects, please visit www.africafoundation.org.za.