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## Rescued Lion Gets New 'Forever Home' at Shamwari Game Reserve

~ Recognizing the importance of animal conservation on World Lion Day ~



*Courtesy of Shamwari Game Reserve/Born Free Foundation*

GLENDALE, Calif., August 2, 2018 – After being rescued from terrible conditions in France, where he was being illegally kept as an exotic pet, a lion cub known as “King” is now tasting freedom for the first time in South Africa. **African Travel, Inc.** is thrilled to acknowledge this accomplishment as **World Lion Day** approaches on August 10th.

The one-year-old lion is the newest resident of the **Born Free Big Cat Sanctuary at Shamwari Game Reserve** in Eastern Cape, a haven for formerly captive lions and leopards. King’s journey back to his ancestral home started in Paris, where he was rescued from a private apartment, and continued in Belgium, where he was temporarily housed before being flown to Shamwari. He now has acres of bush in which to roam freely, with plenty of food and water. More details about King’s inspiring journey can be read on African Travel’s blog, “[Fit for a King.](#)”



Courtesy of Shamwari Game Reserve/Born Free Foundation

African Travel, Inc., which helped **sponsor King's trip** from Europe to South Africa, is pleased that he has found a home at Shamwari, a reserve that shares African Travel's deep commitment to wildlife conservation. Through its **#AfricanTravelCares initiatives** and partnerships spearheaded by parent company **The Travel Corporation's** not-for-profit **TreadRight Foundation**, African Travel is passionate about preserving, protecting and building a better future for the communities and environments that travelers visit. The company recently donated money to help **build a rhino boma** at Shamwari, to **microchip rhinos**, and to purchase a **"Bat Hawk" sport aircraft** for aerial anti-poaching operations. Additionally, TreadRight recently began supporting the Wildlife Conservation Society's **Big Cat Fund**, which works to conserve big cat species in 55 locations in 28 countries across Africa, Asia, and Latin America.

Guests on African Travel's **'Majestic South Africa'** itinerary stay at Shamwari and have the **opportunity to visit King** and other rescued animals at the Born Free Sanctuary. This thrilling 10-day journey combines the best of urban, cosmopolitan South Africa with the beauty and wildlife of the African savanna. For the first three days of the trip guests explore the vibrant **sights, sounds and flavors of Cape Town**. They take the cable car to the top of Table Mountain, drink in picturesque scenery on a Cape Peninsula tour, relish breathtaking views along the legendary Chapman's Peak Drive, and visit the endearing African penguin colony at Boulders Beach. They stay at the five-star Table Bay Hotel on the vibrant Victoria & Alfred Waterfront, and feast on African, Afrikaans and European flavors at the hotel's Camissa Brasserie. The next stop is Port Elizabeth, where guests are transferred to the **malaria-free Shamwari Game Reserve**, which encompasses 61,000 acres of vast, ever-changing vegetation and multitudes of different animal and bird species. They'll enjoy **twice-daily game drives and nature walks**, and stay three nights at the cliffside Eagles Crag Lodge, which offers the ultimate in luxury, privacy and breathtaking scenery. *Priced from \$4,899 pp, including airfare.*

**For more information or to book a trip, contact your favorite travel professional, call African Travel, Inc. at (800) 727-7207, or visit [www.africantravelinc.com](http://www.africantravelinc.com). CST 2071444-2**

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For over 40 years, African Travel, Inc. has created luxury, handcrafted safaris ensuring immersive and authentic cultural encounters across the continent. "We Know Africa" because our passionate and knowledgeable experts have lived and traveled extensively throughout Africa and can craft extraordinary, unforgettable vacations tailored to each guest's individual needs and preferences, with exceptional service every step of the way. For information and inspiration, visit [www.AfricanTravelInc.com](http://www.AfricanTravelInc.com)

#### **About USTOA**

African Travel, Inc. shares the coverage available under the **USTOA \$1 Million Travelers Assistance Program** with affiliates of The Travel Corporation, Inc. In addition, The Travel Corporation Financial Services Limited provides a guarantee of \$20 million.

#### **About The TreadRight Foundation**

Created as a joint initiative between **The Travel Corporation's** (TTC) family of brands, The TreadRight

Foundation is a not-for-profit that works to help ensure the environment and communities we visit remain vibrant for generations to come. To date, TreadRight has supported some 50 sustainable tourism projects worldwide. The Foundation's guiding principle is to encourage sustainable tourism development through conservation, leadership and support for communities. Foundation priorities are set by the Steering Committee, which includes sustainability leaders Céline Cousteau and Costas Christ. Past project partners include WWF, Conservation International, WildAid, The Travel Foundation and The National Trust in the UK. Current initiatives include supporting various women's social enterprises through the Artisan Alliance, the recently announced Wildlife Conservation Society's Big Cat fund, WE.org and inspiring nature advocates like Terri Irwin. To learn more about our past and current work at TreadRight, please visit us at [TreadRight.org](http://TreadRight.org)

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