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WINDHOEK LAGER SUPPORTS SAVE-THE-RHINO INTERNATIONAL**WINDHOEK, 04 SEPTEMBER 2018**

As a leading supporter and sponsor in the fight against rhino poaching in Namibia, subsidiary of the Ohlthaver & List (O&L) Group, Namibia Breweries Limited (NBL) through its premium beer brand, *Windhoek Lager* has stretched its wings to the international arena in fighting rhino poaching.

NBL Manager: Export Markets, Antonio Simoes says Windhoek Lager kicked off an exciting campaign with the announcement of a partnership with 'Save the Rhino International' in the United Kingdom (UK), earlier this year. This decision followed the recent tragic death of the last male northern white rhino in Kenya, which saw Windhoek Lager embark on an awareness drive in the UK with a range of fundraising events and activities in outlets. Simoes: "The Windhoek Lager brand has built a strong following in the UK over the last few years so we are excited to be starting this sales push and marketing drive ahead of the summer. We are incredibly proud of our heritage, provenance and charity work protecting our amazing ecosystems and wildlife so it is great to be linking up with Save the Rhino International to raise further funds to support the incredible work they do. Seeing a rhino close up is one of the most exhilarating experiences of my life so I am passionate about ensuring that future generations have this opportunity too. Furthermore, this aligns and brings to life our group purpose of 'Creating a Future Enhancing life' which we strive for in all we do."

Windhoek Lager was launched in the UK in 2010 and is available in both the ON and OFF trade throughout the UK market. Proudly brewed in accordance with the German Purity Law (Reinheitsgebot 1516), NBL and Windhoek Lager importer to the UK, Morgenrot has started an aggressive stockist drive. Morgenrot Sales Director, Graham Archibald: "Windhoek is a fantastic beer and the flagship lager has built a strong following in the UK in the last few years. The partnership, activities and events planned will be key to driving brand awareness, supporting accounts and increasing stockists, and it is fantastic to support Save the Rhino International in their struggle to conserve and protect rhinos."

In Namibia, Windhoek Lager and its producer, NBL has been a leading supporter of the national campaign against rhino poaching. This include NBL's support and sponsorship of the 'Blow The Horn On Rhino Poaching' campaign launched in 2016 by the Ministry of Environment & Tourism (MET); Namibian Police (NAMPOL); Intelligence Support Against Poaching (ISAP), and NBL. This campaign was introduced as a platform for tip-offs to report illegal rhino poaching. NBL availed N\$ 1 Million as a reward which is divided into 4 x N\$ 250,000 separate amounts



per successful RECIPIENT i.e. total amount paid per successful RECIPIENT will be N\$ 250,000 on a case by case basis, and is only applicable to tip-offs that lead to convictions.

Further support by NBL, through its brand Windhoek Lager include a two-seater aircraft (a Piper Super Cub) sponsored to ISAP in 2017, for use in its operations to curb poaching of Namibia's wildlife species. Windhoek Lager also provides an annual sponsorship of N\$100,000 to ISAP's operations.

Ends,

About Save the Rhino International

Save the Rhino International collaborates with partners to protect endangered rhinos across Africa and Asia with the goal of ensuring all five species of rhino thrive in the wild.

With the rhino's habitat shrinking across the globe and poaching reaching crisis point, three of the five species of rhino are Critically Endangered and two of these species have fewer than 100 animals surviving.

Save the Rhino International is aiming to halt the twin threats to ensure that by 2036, black rhinos, Sumatran rhinos and Javan rhinos will no longer be critically endangered.

To halt these twin threats, the UK-based charity works with the most effective people and projects in Africa and Asia to support rhino populations, champion community-led conservation, reduce the trade in illegal horns, and inspire rhino supporters across the globe to join in.

For further information on the latest projects visit:

Website: www.savetherhino.org

Twitter: @savetherhino

Instagram: @savetherhinointernational

Facebook: @savetherhinointernational

Pinterest: savetherhino

You Tube: www.youtube.com/user/SaveTheRhinoOfficial



Windhoek Lager supports Save The Rhino International in the United Kingdom.



NBL Manager: Global Sales, Anton Goosen (2nd from left); NBL Manager: Export Markets, Antonio Simoes (3rd from left), and NBL Master Brewer, Christian Müller (right), accompanied by representatives of Windhoek Lager importer to the UK, Morgenrot.

