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FOR IMMEDIATE RELEASE

**AFRICAN CONSERVANCY INTRODUCES KENYA MORNING COFFEE
TO AID LOCAL DEVELOPMENT IN AFRICA**

*-- Production of each pound of coffee will provide a half-day of employment for
one African worker --*

Vista, Calif., April 8, 2002– The African Conservancy, San Diego’s only membership organization dedicated to the preservation of African wildlife and traditional cultures, will premier its own brand of coffee at San Diego’s Earth Fair in Balboa Park on April 21, 2002. All proceeds from sales of the coffee, which is grown and handpicked in the Kenya highlands, will support local development projects in African communities. In honor of Earth Day, the African Conservancy will offer a free pound of Kenya Morning coffee to anyone who becomes a member during the Earth Fair celebration.

“There is a perceived lack of economic opportunities in today’s rural African communities,” said Corinne Waldenmayer, president and executive director of the African Conservancy. “Younger generations believe that, other than poaching, they have limited means of generating income. By implementing programs such as the production of Kenya Morning coffee, we’re helping to promote environmentally-compatible employment opportunities, which should ultimately enable communities to return to a self-sufficient state.”

The African Conservancy’s multi-faceted Earth Fair exhibit will educate San Diegans of different ages and interests about Africa’s environmental assets and challenges. Conservationists, environmentalists and eco-travelers will enjoy photographic displays of African projects and multimedia presentations featuring African scenery, people and wildlife. Art lovers will have a chance to linger over African and wildlife art exhibits, and children will get a kick out of a life-size bronze lion and the amazing acrobatics of the Conservancy’s Moluccan cockatoo mascot, “Sammy.”



The African Conservancy's approach is uncommonly holistic and pragmatic. It strives to develop programs consisting of small, complementary projects delivered in unison over limited geographical areas. It also believes in bottom-up, grass root implementations, and all projects are undertaken in partnership with local African communities. Typical projects include wildlife education, anti-poaching, and subsistence farming and ranching.

The African Conservancy differs from other not-for-profit organizations because it believes in sustainability for itself and for its African constituents. In partnership with African communities, the organization has developed several ventures that further economic development in Africa as well as create revenue streams beyond traditional fundraising. These ventures include educational safaris and African art and textile imports. All benefits from those ventures are channeled back into the organization's African projects.

At the Earth Fair celebration on April 21, the organization is running a special offer, entitling attendees to a year-long membership to the African Conservancy and a free pound of Kenya Morning coffee for a minimum donation of \$25. More information about the organization and its programs is available at www.africanconservancy.org.

For additional details about the 2002 San Diego Earth Fair in Balboa Park, please visit http://www.earthdayweb.org/SDEW_EarthFair.html.

About the African Conservancy:

The African Conservancy is a 501(c)(3) not-for-profit organization whose mission is to preserve African wildlife and traditional cultures through environmental and cultural conservation programs in both Africa and the United States. The African Conservancy provides educational opportunities, travel programs and art acquisition services to its members. The organization has headquarters in Vista, California and Lusaka, Zambia. Its administrative offices are 100 percent volunteer-run, and its paid project staff is composed primarily of African locals. For more information about the African Conservancy, please visit its Web site at www.africanconservancy.org.

Editors Note: Photos available upon request.

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