

Media Release - 20 August 2003

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CHEERS! - FROM ONE SOUTH AFRICAN ICON TO ANOTHER

It was cheers all round today (August 20, 2003) when The South African Breweries, through its flagship brand, Castle Lager, presided at a handover of R32 896,80 to the Kruger National Park at a function in Skukuza.

The money, which will go towards various conservation initiatives in the park, was raised through the sale of a limited edition of "Friends Of the Kruger National Park" Castle Lager cans in the Tiger's Eye shops and Nature Group's restaurants throughout Kruger.

The cans, which feature the Big Five- elephant, buffalo, rhinoceros, lion and leopard- have become collector's items for both local and international tourists.

The two groups pledged to donate 10 cents, for every can sold, to conservation. As the cans will be available until at least the end of this year, SAB says a further donation will be made by Tigers Eye and Nature's Group to the Kruger National Park at the year end, said the company's head of communications, Michael Farr.

"This latest support for Kruger is an integral part of SAB's overall commitment to the environment, a commitment that starts in our breweries and is then spread throughout the public sector," said Farr.

The park's acting director Josias Chabani said at the handover function that it was refreshing to note that the private sector supported South Africa's conservation flagship.

"A large portion of our budget is swallowed up by conservation projects and so this type of support is most welcome," he said.

SAB's district manager responsible for the Kruger National Park, Pine Pienaar, noted that this was the second time in recent years that Castle had linked up with the Kruger.

"We launched the 'Lion Watch' project to monitor bovine tuberculosis among Kruger's lions in 2000 and that programme did much to clear up misconceptions about the status of the big cats. It, like the 'Friends' initiative, was well supported by the public and we look forward to new initiatives between these national icons," he said.

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