



## **Botswana Tourism and National Geographic Partner to Promote “The Last Lions”**

### **New Feature Film Set in Botswana Kicks off with Nationwide Consumer Promotion**

**Annapolis, Maryland (February 1, 2011)** Botswana Tourism and National Geographic are partnering to promote the release of National Geographic Entertainment’s newest feature film, “The Last Lions,” opening in select theaters nationwide February 18.

Filmed over a period of six years in Botswana’s scenic Okavango Delta by renowned wildlife filmmakers and National Geographic Explorers-in-Residence, Beverly and Dereck Joubert, “The Last Lions” is a captivating story about an ostracized lioness and her young cubs who must overcome all manner of obstacles to survive in the Okavango Delta.

The 60-day, co-sponsored consumer promotion celebrating the film launch begins today. This integrated, highly engaging marketing campaign leverages new media platforms such as, digital, social media, and mobile apps, as well as events, PR, print, consumer promotion, and cause marketing. The consumer sweepstakes prize is a luxury safari trip for two to Botswana valued in excess of \$20,000.

“There is a no more natural partner for ‘The Last Lions’ than Botswana Tourism,” said Lisa Truitt, president of National Geographic Cinema Ventures. “We are excited to work with them to bring the film to audiences nationwide, and to showcase, in a way that only National Geographic can, the beauty of this mysterious and magnificent country.”

“Botswana Tourism is pleased to co-sponsor the promotion of this compelling documentary that showcases the beauty and majesty of Botswana’s Okavango Delta and our vibrant lion population. Our support of this film reinforces Botswana’s commitment to promoting conservation of its land and wildlife,” states Myra Sekgororoane, Chief Executive Officer, Botswana Tourism Organization. “Aside from being a captivating story, it is also a startling reminder that we humans need to act now to protect the survival of big cats in Africa and beyond.”

To learn more about the “The Last Lions” film and consumer promotion, visit:

<http://www.nationalgeographic.com/botswana/>

#### RELATED LINKS

[www.facebook.com/BotswanaTourism](http://www.facebook.com/BotswanaTourism)

<http://www.botswanaturism.us>

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<http://movies.nationalgeographic.com/movies/last-lions/>

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#### ***About National Geographic Entertainment***

National Geographic Entertainment (NGE) combines into a single operating group National Geographic Films (NGF), National Geographic Cinema Ventures (NGCV), Kids Entertainment and Music & Radio. In 2005 NGF co-presented the Academy Award-winning “March of the Penguins.” National Geographic World Films co-presented both the 2004 Oscar-nominated film “The Story of the Weeping Camel,” which received the Director’s Guild Award for best documentary and was nominated for an Academy Award, and Lu Chuan’s “Mountain Patrol: Kekexili.” NGCV released the 3-D concert film “U2 3D” to critical acclaim and set giant-screen box office records with “Mysteries of Egypt” and “Sea Monsters: A Prehistoric Adventure.” In 2009 NGCV released “Amreeka,” which was nominated for the Best Picture Gotham Independent Film Award and the Independent Spirit Award. In 2010 NGCV released the critically praised “Restrepo,” which won the Sundance Film Festival U.S. Documentary Award. Currently in release is “The Wildest Dream: Conquest of Everest.” NGE and Image Nation Abu Dhabi co-produced with Exclusive Media Group Peter Weir’s “The Way Back,” which premiered at this year’s Telluride Film Festival and will be released by Newmarket Films.

Daniel Battsek is president of NGF, Lisa Truitt is president of NGCV, and Mark Katz is president of NGCV Distribution.

#### ***About The Botswana Tourism Organization***

The Botswana Tourism Organization (*Botswana Tourism*) is a parastatal body set up through an Act of Parliament with the mandate to market the Botswana tourist product, grade and classify tourist accommodation facilities, and promote investment in the tourism sector. With its long-standing commitment to conservation of its land, wildlife and cultural heritage, Botswana enjoys

a solid reputation as a progressive sustainable tourism destination and one of the top safari destinations in the world.

For more information, visit <http://www.botswanaturism.us>

### ***About Beverly & Dereck Joubert***

Award-winning filmmakers Dereck and Beverly Joubert have been filming, researching, and exploring in Africa for over 28 years. Their mission is to capture gripping tales and to promote the understanding of the large predators and key African wildlife species that determine the course of all conservation in Africa. Their coverage of unique predator behavior has resulted in 22 films, 10 books, six scientific papers, and many articles for National Geographic magazine. This body of work has resulted in five Emmys, a Peabody, the World Ecology Award, and recent induction into the American Academy of Achievement. They have been awarded the Presidential Order of Merit by the government of Botswana. The Jouberts have been National Geographic Explorers-in-Residence for more than four years.

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