



Botswana's Dereck & Beverly Joubert Awarded the Presidential Order of Meritorious Service for Conservation Efforts

Annapolis, Maryland (October 11, 2010).- Botswana President Ian Khama has awarded the Presidential Order of Meritorious Service to filmmakers/conservationists and National Geographic Explorers-in-Residence Dereck and Beverly Joubert. This prestigious award recognizes the positive influence and impact the Joubert's collective body of work has had on wildlife conservation in Botswana.

For over 25 years the Jouberts have dedicated their lives to conservation in Africa, focusing their research on large predators (mostly large cats) and other African wildlife. They have co-produced more than twenty films and published eight books and six scientific papers, winning multiple Emmy Awards amongst their many achievements.

"The Government of Botswana and its private citizens are committed to the conservation of its wildlife, land and cultural heritage. As passionate conservationists and sustainable ecotourism advocates, the Jouberts exemplify this commitment," says Leslee Hall of Botswana Tourism Organization, USA office. "Botswana Tourism congratulates them on this well-deserved award."

In addition to their films, photography and writing, the Jouberts have greatly contributed to the sustainable tourism industry in Botswana. They are co-founders of Great Plains Conservation, a conservation tourism company with properties in Botswana and other countries in Africa. The focus of Great Plains is on "creating low-density, light environmental-footprint experiences that provide economic value for communities, habitat improvement, and restoration of wildlife populations."

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

For further information about the Jouberts and Great Plains Conservation, visit:

<http://www.nationalgeographic.com/field/explorers/jouberts.html> • <http://www.greatplainsconservation.com/>

ABOUT THE BOTSWANA TOURISM ORGANIZATION

The Botswana Tourism Organization 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. Through the implementation of progressive conservation and ecotourism policies and practices, Botswana

enjoys a reputation as a sustainable tourism destination and one of the top safari destinations in the world. For more information, visit <http://www.botswanaturism.us>

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