



Enriching Lives Through Distinctive Journeys

For Immediate Release

Big Five targets sustainability for its 40th Anniversary

Company announces 40 Ways to Sustainability

Stuart, FL, (Feb 12, 2013) – In honor of its 40th anniversary, Big Five Tours & Expeditions is expanding its current sustainable practices initiatives with the creation of a 40-point sustainable roadmap that will lead the company to becoming fully sustainable in terms of product by 2016.

“This is the perfect time to launch this,” says Ashish Sanghrajka, president of Big Five. “February 12 was the day Big Five began, so it’s fitting that we begin our *40 Ways* campaign now.”

Big Five is also asking the public to join in the process. “We wanted to have a little fun along the way so we are challenging them to share their ideas with us over the coming year. We will use the best ideas to help us create even more powerful journeys that encompass responsible tourism,” Sanghrajka added.

“We know that some countries and regions are more advanced than others; so we take that into consideration. We want to see that the ideas of sustainability are being embraced and whatever resources are available are being fully utilized.”

The goal of this year-long project is to develop a comprehensive set of guidelines that will serve to further enhance Big Five’s journeys in meaningful ways.

This is a continuation of our tradition of caring for the planet. Since its inception in Nairobi, Kenya, in 1973, the company has been committed to what is today known as sustainable tourism practices - environmentally-friendly practices, protection of cultural and natural heritage, and support for the well-being of local people. Company founder and CEO, Mahen Sanghrajka, joined several local tour operators in Kenya in the 1970s to form a code of ethics regarding behavior on safaris that included prohibiting drivers and guides from harassing animals on safari.

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The entries for 40 Ways to Sustainability will be judged, and four winners will be selected, one for each of these deadlines: May 1, Aug 1 and Nov 1, 2013 and Feb. 1, 2014. Each winner will receive a Google Nexus Tablet. People can submit ideas via Facebook, use 40 Ways at the beginning of the post; Twitter #40Ways, Pinterest #40Ways and Google+ #40Ways. They can also email 40Ways@bigfive.com. For more information, visit www.bigfive.com/40ways.

Celebrating its 40th year in adventure travel, Big Five Tours & Expeditions offers luxury guided travel to Africa, Asia & the Orient, South & Central America, Arctic and the Antarctica.

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Press kit available

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