



*Enriching Lives Through Distinctive Journeys*

**For Immediate Release**

## Big Five's "40 Ways to Sustainability" continues

Stuart, FL (May 23, 2013) – On its 40th birthday, Big Five Tours & Expeditions launched its *40 Ways to Sustainability* campaign, which is intended to produce a comprehensive set of guidelines to assist the company in becoming fully sustainable in terms of product by 2016.

“What makes this project unique,” says Ashish Sanghrajka, president of Big Five, “is that we have chosen to initiate this across all of our social media outlets, which we see as the perfect channels. We are engaging our followers to join us in this project.”

Big Five's vision of sustainability centers around three pillars - conservation and protection of biodiversity, wildlife and natural habitat; support for poverty alleviation and community development, including capacity building, education, and healthcare in tourism destinations; and support for cultural heritage, archaeological and historical preservation in and around tourism destinations.

The first of four segments closed at the end of April, with the winner, Neal Mehta, offering more than a dozen ideas that encompassed solar power, electric vehicles, guest education and locally produced foods and goods.

Several suggestions Big Five received fit within the initiatives the company already has in place. A prime example is the suggestion to limit the number of 'tracking cars' on safari in Africa. The sight of a mass of vehicles surrounding one or two animals is all too common a sight on safaris today. That very reason inspired Big Five to switch from national parks to private conservancies in East Africa several years ago. The experience at these private community-based lands is intimate and personal by virtue of the small number of people accommodated at each and the direct involvement with the local tribes that own the land.

Other suggestions mentioned the importance of "...locally sourced and supporting local communities for a fair price." Big Five is a strong proponent of using locally sourced goods and services. In Ecuador, Big Five revamped its programs to encompass traditional communities on the mainland of Ecuador who had been overlooked by the international tourism industry.

-cont-

Big Five Tours & Expeditions  
1551 SE Palm Court  
Stuart, Florida 34994, USA  
Toll Free USA: (800) 244 3483  
Tel: (772) 287 7995, Fax: (772) 287 5990  
Email: [info@bigfive.com](mailto:info@bigfive.com)  
Corporate Site: [www.bigfive.com](http://www.bigfive.com)  
Affiliate Sites: [www.galapagos.com](http://www.galapagos.com), [www.spiritofbigfive.org](http://www.spiritofbigfive.org)

Big Five Tours & Expeditions, LTD  
80 Corporate Drive, Unit 311  
Scarborough, Ontario M1H 3G5  
Tel: (416) 640 7802  
Toll free: (888) BIG FIVE (244 3483)  
Fax: (647) 436-8181  
Email: [info@bigfivetours.ca](mailto:info@bigfivetours.ca)  
[www.bigfivetours.ca](http://www.bigfivetours.ca)

## -2- Big five Tours & Expeditions

“The view on sustainability has changed over the last 10 years. It is driven by a new conscious consumer,” Sanghrajka adds. “Our social media fans have proven that this resonates with them. These issues affect both our present and our future. We are not just looking for ideas, we are looking for visionaries.”

Big Five’s second period for idea submission ends July 31, 2013. The entries are judged by a sustainability expert and by Big Five’s CEO. The winner will receive a Google Nexus Tablet. Entries can be submitted via Facebook, use 40 Ways at the beginning of the post; Twitter #40Ways; Pinterest #40Ways and Google+ #40Ways as well as by email 40Ways@bigfive.com. For more information, visit [www.bigfive.com/40ways](http://www.bigfive.com/40ways).

### **Big Five Tours & Expeditions**

Celebrating 40 years, Big Five Tours & Expeditions is an award-winning tour operator offering luxury guided travel to Africa, Asia and the Orient, South and Central America, and the South Pacific.

###

Press kit available

Media contact: Deborah Kilcollins, Communications Liaison