



SANCTUARY OLONANA WINS ECO WARRIOR ENVIRONMENTAL AWARD

30 November 2010

The Eco Warrior Awards were announced this week - and we are delighted that Sanctuary Olonana, our tented camp in the Masai Mara, was one of the winners.

Launched by Ecotourism Kenya in 2005, these prestigious awards honour innovation within the Kenyan tourism industry with the aim of encouraging sustainable tourism that respects the environment, empowers local communities and promotes good business practice. The Eco Warrior Awards recognise companies or individuals for their achievements in four main areas: outstanding innovation, key achievements, sustainability and replicability.

The six winners all demonstrated innovation in one or more of these areas, with Sanctuary Olonana commended for its sustainable practices which include:

- Designing an innovative wetland system that cleans wastewater before returning it to the natural environment.
- Establishing a special tree planting project to help prevent the deforestation in the Masai Mara and in the process engage the participation of the local community.
- Building a crafts shop at Sanctuary Olonana where Maasai women from the neighbouring village can exclusively display and sell their wares to guests staying at the camp.

PRESS RELEASE FOR IMMEDIATE ATTENTION

- Creating a partnership with the Maasai village so that guests can visit the village to learn about local culture. At the end of every month Sanctuary Olonana makes a contribution to the village on behalf of every client who visited the village, providing a source of income for the whole community.

The team of judges all agreed that *"Sanctuary Olonana shared their vision on how the Mara or any area in Kenya can become sustainable in terms of energy production and use. In addition, they provided a clear example of innovation in waste management and how this can be replicated. Sanctuary Olonana have established an indigenous tree planting project that guests can participate in which they hope will be replicated in the Mara to help curb deforestation."*

Like all Sanctuary properties, Sanctuary Olonana operates around the ethos of "Luxury, naturally". The first of our African properties, this is an exclusive and sustainable camp built along the Mara River at the foot of the Siria Escarpment. The 14 spacious canvas tents all have floor to ceiling mosquito nets, en-suite bathrooms with hot showers, flush lavatories, solar lighting and large river view verandas. There is an organic garden where much of the food served in camp is grown.

Sanctuary Olonana is the proud recipient of many other environmental awards including a silver award from Ecotourism Kenya and a conservation award from the East African Wildlife Society.

Notes to Editors:

About Sanctuary Retreats:

Sanctuary Retreats' collection of luxury safari lodges and explorer ships bring the boutique experience to guests with the added promise of authenticity. Located in some of the most stunning locations in the world, each property is completely individual in its design and operated around the philosophy of "Luxury, naturally". All have the same aim: to allow guests to have a "real" experience and enjoy a more natural kind of luxury in properties that have a strong commitment to conservation and responsible tourism. The Sanctuary portfolio includes safari camps and lodges in Botswana, Kenya, Tanzania, Uganda and Zambia, as well as expedition cruise ships on the Nile, Yangzi and Galapagos Islands.

For more information about Sanctuary Olonana, please visit www.sanctuaryretreats.com, email info@sanctuaryretreats.com or call +44 (0)207 190 7739.

High-res images are available for download at www.sanctuaryretreats.com/library

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