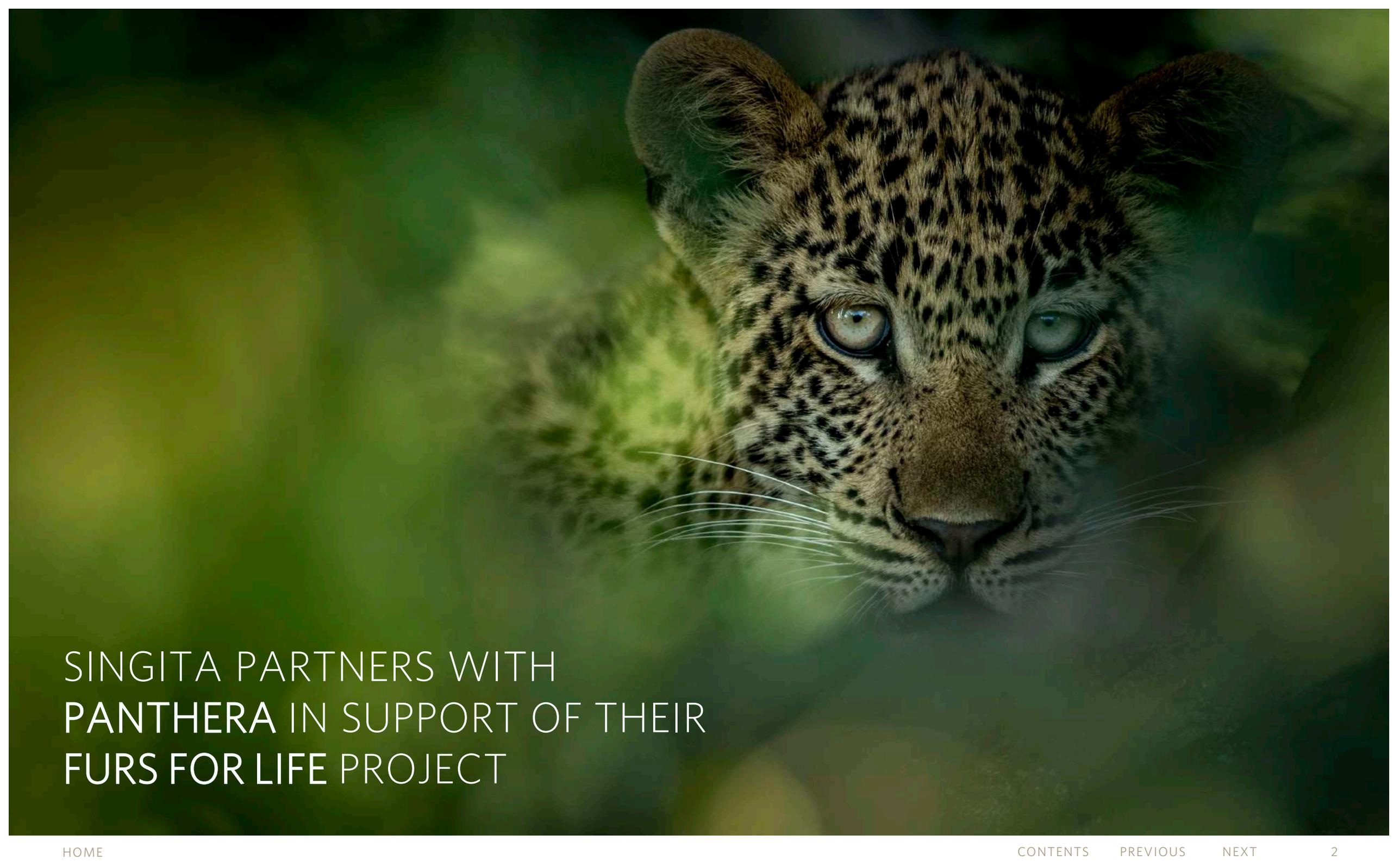




Singita



SINGITA PARTNERS WITH  
PANTHERA IN SUPPORT OF THEIR  
FURS FOR LIFE PROJECT

“In South Africa, Panthera’s Furs for Life Leopard Project is providing an innovative and real solution to a threat that is decimating leopard populations. Very rarely in the world of conservation do you see a resolution this simple and respectful of cultural and religious traditions that is so swiftly accepted by local communities.”

*- Dr. Guy Balme, Director, Panthera Leopard Program*

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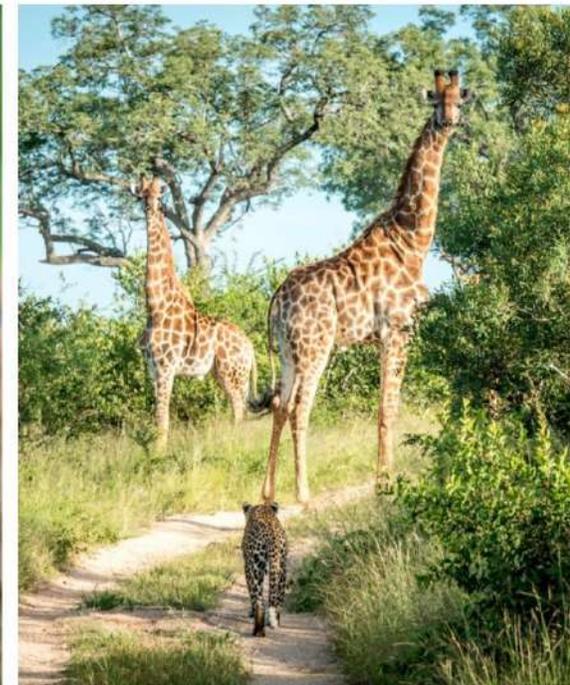
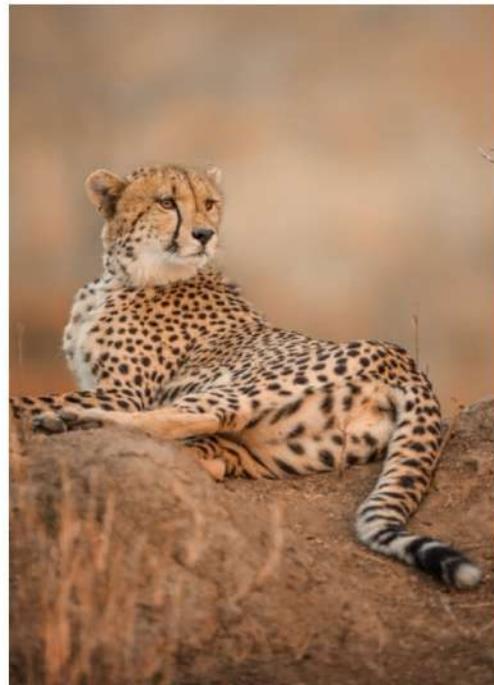
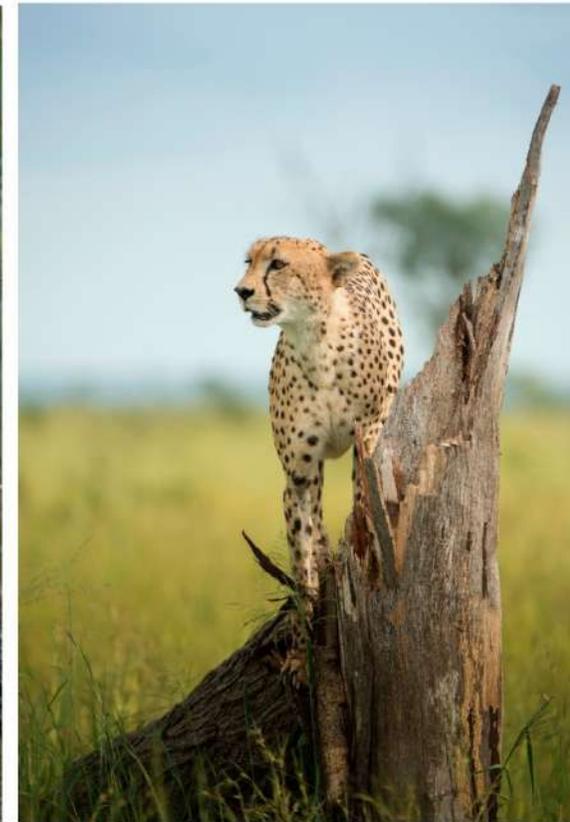
# ABOUT PANTHERA

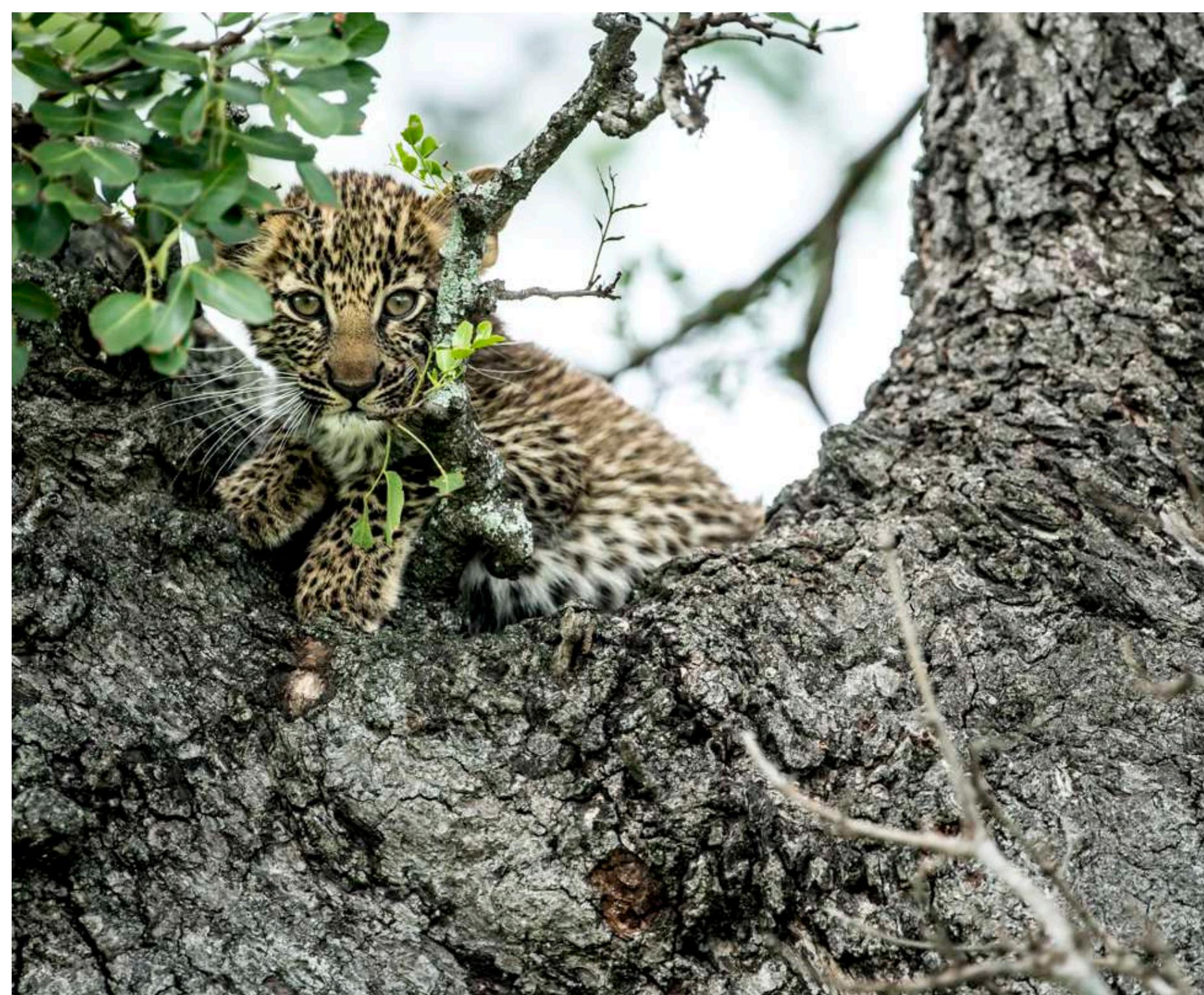
Panthera is an international organisation dedicated to the survival of the world's 40 wild cat species and their environments, developing innovative strategies to address the numerous threats to their future.

## *Project Pardus*

This project is the first conservation project to span the leopard's range, with scientists dedicated to understanding where sustainable leopard populations currently exist or can be rebuilt, and implementing conservation actions to reduce leopard killings. In partnership with local and national governments, corporations, NGOs and local communities, Panthera's efforts focus on monitoring leopard population trends, stopping the illicit fur trade, reducing human-leopard conflict, stabilizing and increasing prey populations, and reducing unsustainable legal trophy hunting.

*Information courtesy of Panthera.org*





## A SPECIES UNDER THREAT

Recognised as the world's leading authority on the conservation status of biological species, the IUCN Red List classifies leopards as "vulnerable", meaning that they are at high risk of endangerment in the wild. While they are not yet technically endangered, there are likely fewer than 5,000 leopards remaining in South Africa and if their numbers continue to decline - which, research suggests, is happening at a concerning rate of 8% per year - it is only a matter of time before they, like their tiger cousins, face the real threat of extinction.

According to Panthera, the leopard is likely the most persecuted large cat in the world, having vanished from up to 67% of their historic African range on the continent. In southern Africa, one of the biggest threats to the survival of the species is the use of leopard skins for religious and cultural ceremonies by local communities like the Nazareth Baptist "Shembe" Church. After discovering that Shembe followers were using as many as 15,000 illegal leopard skins, Panthera initiated the Furs for Life Leopard Project in 2013.

## FURS FOR LIFE PROJECT

The project works with the Shembe Church, one of the largest and fastest-growing churches in the region, to replace leopard skins worn as ceremonial regalia with high-quality faux replicas. Panthera worked with a team of digital designers to provide a sustainable, culturally-sensitive solution; high-quality and affordable faux leopard skin capes, known as amambatha. With generous support from Peace Parks Foundation and Cartier, Panthera have distributed over 17,000 amambatha to date, and through the support of the Church leaders, the faux skins are gaining increased acceptance among the Shembe as viable alternatives to real leopard skins. Panthera's research indicates that use of real skins has already decreased by 50%, preventing thousands of leopard deaths each year. Ultimately, Panthera hope to work with other groups that use leopard fur for religious and ceremonial attire to provide and ensure sustainable alternatives.





## A PARTNERSHIP WITH SINGITA

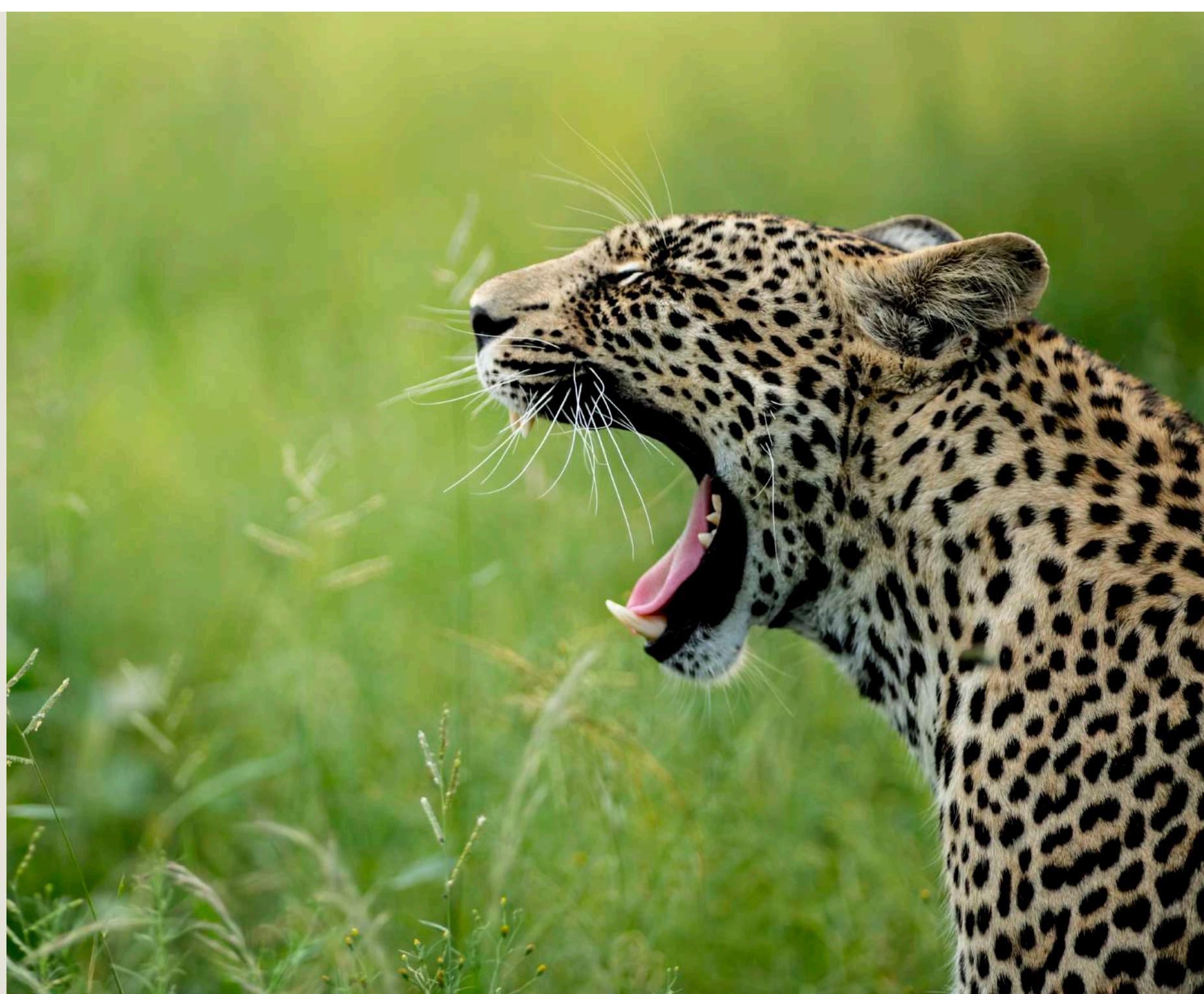
Singita works alongside Panthera to assist with its long-term studies of leopard density and behaviour. A recent camera trap survey undertaken in the Sabi Sand showed that this wildlife reserve in South Africa, which is home to three Singita lodges, has the highest density of leopards of any area surveyed by Panthera in the country. The success of this study has prompted the planning of further camera trap surveys in the protected areas under Singita's care this year. In addition, Singita Sabi Sand's field guides continue to contribute sighting information on a monthly basis, helping to monitor the remarkably habituated leopards in this reserve and provide important insights into their lives and how best to conserve the species.

Recognising the threat of the fur trade to leopards, we have extended our partnership with Panthera to provide the opportunity for our guests and supporters to contribute directly to the Furs for Life Project. For just \$30, Panthera can supply a faux fur, and save a leopard's life.

## HOW TO HELP

Donations help us to carry out the important work that we do. If you would like to make a contribution or to find out more information about the Furs for Life project, please visit our website.

[CLICK HERE](#)



# Singita

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## **Visit our other Singita Lodges:**

### *South Africa*

Kruger National Park: Singita Lebombo and Sweni Lodges

Sabi Sand: Singita Ebony and Boulders Lodges

### *Tanzania*

Grumeti: Singita Sasakwa and Faru Faru Lodges, Serengeti House, Sabora Tented Camp  
and Explore Mobile Tented Camp

Lamai: Singita Mara River Tented Camp

### *Zimbabwe*

Malilangwe Wildlife Reserve: Singita Pamushana Lodge

### *Rwanda*

Volcanoes National Park: Singita Kwitonda Lodge (*Opening August 2019*)