

C4 GLOBAL COMMUNICATIONS

FOR IMMEDIATE RELEASE
October 10, 2011

C4 Global Communications
Santa Monica, CA
310-899-2727



FILMMAKERS DERECK & BEVERLY JOUBERT WIN BIG AT THE JACKSON HOLE WILDLIFE FILM FESTIVAL FOR THEIR FILM "THE LAST LIONS"

Jackson Hole, WY - It has been a busy few weeks for conservationists and filmmakers Dereck and Beverly Joubert. This week, the couple's feature film "The Last Lions" which was produced in association with National Geographic, won top honors in Best Theatrical Program, Best Original Music Score and Best Editing **at the world's most prestigious film festival for wildlife filmmakers, the Jackson Hole Wildlife Film Festival.** The film competition honors **top films selected from over 800 category entries from 50 countries.**

After the awards ceremony, Dereck Joubert shared his thoughts: "being acknowledged at the Jackson Hole Film Festival is a great honor because it really is a peer-reviewed process. To win each category for which we were nominated is a huge success; **and is testament to the fantastic work our editors did on the film over an exhaustive two years in the cutting room and a captivating musical score**" says Joubert.

While the Jouberts have **won** almost every major filmmaking award during their careers, it is the message their films convey to global audiences that fuels their boundless energy and mission of wildlife conservation. "To bring a film to the big screen and show Botswana and its cats in this light is a privilege. It gives us a bigger platform to **discuss the plight of big cats** and to talk about the **National Geographic 'Cause an Uproar' campaign**, which highlights the decline of all cat species. **We're particularly pleased to announce that National Geographic have agreed to recycle all the profits from ticket sales into big cat conservation.**"

The Joubert's commitment to conservation led them to create Great Plains Conservation, which generates much needed revenue for local communities, helps them care for their natural and wildlife resources and **protects large swaths of land for Africa's dwindling wildlife populations.**

Great Plains' projects in Botswana, Kenya and Tanzania focus on providing guests with a meaningful experience through a strong commitment to a low impact, high value

safari which is environmentally and financially sustainable to the benefit of communities and conservation. Great Plains Conservation is continually recognized by leading travel publications and organizations for this effort and is a recipient of the World Responsible Tourism Award and features in leading publications such as Conde Nast Traveler, Town & Country, Robb Report, Travel & Leisure and the annual Good Safari Guide Awards.

[Great Plains Conservation](#) [Great Migrations Website](#) [Big Cats Initiative](#)

For more information on Great Plains Conservation:

www.greatplainsconservation.com

To "Cause an Uproar" and for more information on the Big Cats Initiative:

<http://animals.nationalgeographic.com/animals/big-cats/cause-an-uproar/>

For Media inquiries and interviews, contact:

Caroline Graham (caroline@c4global.com)

C4 Global Communications

1625 17th Street, Suite 6

Santa Monica, CA 90404

T: 310-899-2727