



African Responsible  
Tourism Awards 2017  
- Africa  
BEST RESPONSIBLE  
TOURISM CAMPAIGN  
GOLD

African Responsible  
Tourism Awards 2017  
- Africa  
OVERALL  
WINNER



# BLOOD LIONS®

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Our organisation does not offer itineraries that include wildlife interactive activities, nor do we support any organisations linked to any such activities.

Currently over **8 000 predators**, mostly lion and cheetah, are being held in captivity in South Africa to be used in canned hunting as well as exploitative tourism activities such as cub petting, 'walking with lions' and volunteer tourism. By interacting with 'wild' animals in captivity, you are contributing to the never-ending cycle of cruelty and abuse. It is important to note that these same animals you interact with may well have been bred under intensive agricultural conditions and if they are not shot in a hunt, could end up as part of the lion bone trade: <https://youtu.be/9Ca0iSo4BuQ>.

The Scales Conservation Fund is a proud signatory of the Blood Lions 'Born To Live Wild' tourism campaign and pledge: <http://www.bloodlions.org/born-to-live-wild/>. We have committed to promote and encourage Africa as an authentic, wild and responsible tourism destination and therefore do not support any breeders or facilities that offer interactive wildlife activities. In addition, we support the conservation efforts of the recognized conservation community. Captive-bred and hand-reared predators have no conservation value at all.

We ask visitors to southern Africa to PLEASE **think** before they **visit, cuddle, walk** or **volunteer** with our wildlife. The Blood Lions website: [www.bloodlions.org/faqs/](http://www.bloodlions.org/faqs/) has a wealth of information on the captive predator breeding industry if you would like to do some more research.

For more information, visit the Blood Lions website and social media pages:

- Website: <http://www.bloodlions.org/>
- Facebook: <https://www.facebook.com/BloodLionsOfficial>
- Twitter: [https://twitter.com/Blood\\_Lions](https://twitter.com/Blood_Lions)
- Instagram: <https://www.instagram.com/youthforlions/>

Sincerely,

The Scales Conservation Fund Team