



Singita Lowveld Trust Introduces New Website and Branding



November 2022 – Launching its standalone website this month, the Singita Lowveld Trust (SLT) – Singita’s non-profit conservation and community development partner in South Africa – now offers a dedicated space for audiences to interact with all its active projects in the Sabi Sand and Kruger National Park area.

Formed in 2006, the SLT’s work encompasses extensive biodiversity initiatives and community partnership projects that enable those living in and alongside the reserves to flourish and thrive.

Showcasing the projects in each region, the website offers a dynamic look at their successes to date, as well as their goals going forward and the urgency of the work being done. It provides clear and convenient options to get involved and support individual efforts towards sustainable change – coupled with highly engaging content about each initiative and the people who work tirelessly to ensure its success on the ground.

SOUTH AFRICA

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Singita Lowveld Trust, Reg. No. IT/46/2006/PMB, PBO No. 13 000 4848

PO Box 23367, Claremont, 7735

Trustees: T.L.Bailes | M.R Witney | L. Rousseau



An all-encompassing resource

The SLT's striking new web presence will encourage travellers to find out more about the conservation projects in each region – as well as the challenges they face and the resources needed to continue the valuable work on each initiative in future.

Features of the site include:

- Detailed information on Community Partnership programmes, such as the Singita Community Culinary School and the Holistic Early Childhood Development programme.
- A closer look at the SLT's Biodiversity initiatives, including supporting the rescue and rewilding of rhino orphans and 24/7 anti-poaching teams.
- An overview of key local partners supported by the SLT, such as the Good Work Foundation, which provides access to digital learning hubs in local villages; Panthera Leopard Research; and the Endangered Wildlife Trust's Large Raptor programme.
- Quick links to fundraising needs and project successes.
- Easy process for donations to be made online via the SLT's US-based fiscal sponsor, Empowers Africa

Featuring the iconic lilac-breasted roller as its logo, the SLT also introduced its new brand identity this year. In African culture, this vibrantly coloured bird with its blue and purple plumes is considered a symbol of peace that's helped to maintain harmony between ancient communities. It serves as a powerful reminder of the symbiotic relationship between ecotourism and conservation.

For more information and links to the various pages, please visit

<https://www.singitalowveldtrust.org/>

Ends

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About the Singita Lowveld Trust

The Singita Lowveld Trust (SLT) is Singita’s non-profit partner in South Africa. This independent organisation is responsible for bringing Singita’s conservation vision to life by driving forward strategic conservation initiatives that fulfil its commitment to biodiversity, sustainability and community partnerships. The SLT focuses on providing quality Early Childhood Development education and skills development opportunities to the communities surrounding the lodges.

<https://www.singitalowveldtrust.org/>

About Singita

Singita is a conservation and ecotourism brand that has been helping to preserve Africa’s wildlife and wilderness for almost three decades, offering guests exceptional safari experiences at 15 luxury, award-winning lodges and camps across four countries. In partnership with non-profit Funds & Trusts who implement strategic conservation projects in each region, Singita’s 100-year purpose is to preserve and protect large parts of African wilderness for future generations. www.singita.com

For reservations: enquiries@singita.com



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