



FOR IMMEDIATE RELEASE:

International Tourism Community's Faith in Kenya, Unfettered By The Westgate Attack.

The Zeitz Foundation hosts a meeting of global leaders in sustainable tourism to enhance and strengthen the industry's role in global sustainability

LAIKIPIA, 27-09-2013: - Despite the recent terror attacks that happened in Nairobi, the Zeitz Foundation is hosting global leaders of the sustainable tourism industry, from as far apart New Zealand, Sweden and Costa Rica, at Segera Retreat, Laikipia from 27th September.

The international workshop 'Positioning Sustainable Tourism for Global Change', aims to develop a deeper understanding of the challenges facing the sustainable tourism and explore ways of how best it might expand its influence and impact in creating a sustainable future.

"The Long Run has demonstrated that sustainable tourism destinations, by creating platforms for cross cultural understanding and appreciation, serves community integration, harmony and peace", says Mohammed Rafiq, Director of the Long Run Initiative. The global sustainable tourism industry is one of the biggest employers and drivers of the global economy. "We see sustainable tourism playing an ever-greater role in securing and maintaining global peace", adds Mr. Mohammed.

Segera Retreat is part of the Long Run Initiative, an international network of like-minded tourism businesses that have committed themselves to the highest standards in sustainability through the holistic balance of Conservation, Community, Culture and Commerce (the 4Cs philosophy). The Long Run Initiative is a flagship programme of the Zeitz Foundation, which focuses on global sustainable ecosystem management through investment in initiatives that maintain or strengthen the integrity of ecosystems and their ability to deliver services, such as clean water and air, carbon sequestration, and healthy soils.

The conference reaffirms the tourism sector's solidarity against global terrorism and commences two days after the opening of the Ecotourism and Sustainable Tourism Conference, currently on going in Nairobi; an expression of the world's confidence that the country is a safe destination for both business and leisure travel. Bolstering this confidence is the fact that no travel advisories have been issued by any country which has significant numbers of tourists traveling to Kenya.

Entrepreneur and former PUMA CEO Jochen Zeitz and current chairman of the Sustainability Committee at the Kering Group founded the Long Run Initiative in 2008 is chairing the Conference.

For further information Contact:

Ernest Nyamasyo

Communications Coordinator

Zeitz Foundation. P.O. Box 63901-00619 Nairobi,

Kenya ernest@zeitzfoundation.org

0720645066

Notes for the editor.

- *Founded in 2008 by business entrepreneur Jochen Zeitz, the Zeitz Foundation is a non-profit organization based in Nairobi whose goal is to maintain or improve the integrity of ecosystems through effective, sustainable management through the holistic balance of conservation, community, culture and commerce (the 4Cs).*
- *The foundation works with other like-minded institutions globally through the Long Run Initiative that are committed to sustainable lifestyle choices under the 4Cs philosophy.*
- *The Zeitz Foundation develops and implement best practise examples of the 4C's - Conservation, Community, Culture and Commerce - which can be scaled up and replicated through the global Long Run Initiative and contribute to the Zeitz Foundations global vision of an ecosphere maintained in the healthiest possible state.*
- *The Zeitz Foundation's Ambassadors, Specialists and Friends including Samuel Eto'o and Usain Bolt are individuals who have become internationally recognized for their contributions in their fields and who inspire change by raising awareness and contributing across each of the 4Cs.*