



PRIDE OF KENYA LION

This amazing lion, *King of the Wholegrain*, featured as part of the *Pride of Kenya* event held in Nairobi in November 2009, a project organised by the Born Free Foundation in collaboration with Wild in Art and supported by numerous Kenyan institutions and organisations including the Kenya Wildlife Service.

This lion was one of 50 commissioned by various artists and put in public display in landmark sites around Nairobi. *King of the Wholegrain* has been painted by the Kenyan artist Allan Kangethe.

The initiative was designed to raise public awareness of the plight of lions (numbers have dropped across the Continent by more than 70% in the last 30 years) and to generate financial resources to effectively protect lions from their main threats; persecution, poisoning, habitat fragmentation, loss of prey species and, in some parts of Africa, trophy hunting.

King of the Wholegrain was purchased at the Gala Auction on 6th November 2009 by Andrea Maggi and takes pride of place at Rhino River Camp to inspire all who care about conservation, wild species and the future of lions.

If you would like to know more about the work of the Born Free Foundation, please visit www.bornfree.org.uk

