

# HOPE

PRESS PACK

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**CRAGHOPPERS**  
World Travel Clothing



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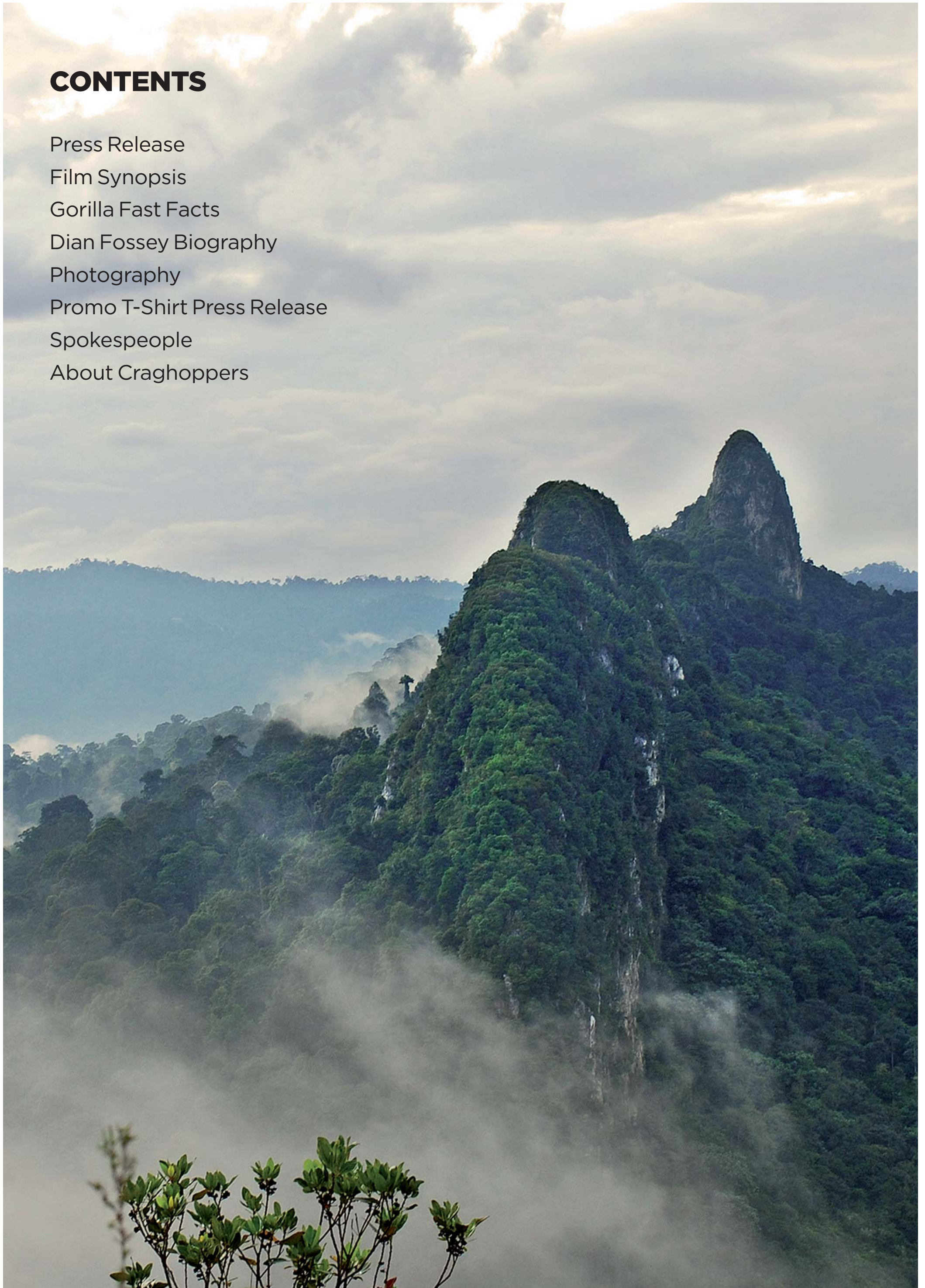
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# PRESS RELEASE

## NEW DOCUMENTARY, VOICED BY SIR DAVID ATTENBOROUGH CALLS FOR ACTION TO PROTECT THE CRITICALLY ENDANGERED MOUNTAIN GORILLAS IN RWANDA

- **The survival of mountain gorillas relies on extreme conservation**
- **Film premiere at Google, London will feature live online hangout with special guests**
- **Exclusive behind the scenes look at the work of the Dian Fossey Gorilla Fund International**
- **46 years on from the work of Dian Fossey and gorillas still face threat of extinction**
- **Premiere takes place during Rwanda Genocide Remembrance Week – marking 20 years since the conflict**

A new documentary will be premiered this week highlighting the plight of the mountain gorillas in Rwanda, nearly 47 years after Dian Fossey began her work in the region. With exclusive access to the Dian Fossey Gorilla Fund’s Karisoke Research Center, the film gives new meaning to the term conservation as it explores the extreme, intensive and sometimes-dangerous methods employed to protect the great apes.

Produced by outdoor clothing brand, Craghoppers and award-winning filmmaker Pete McBride, the documentary, named Hope, aims to send out a clear message to the world – we must support the people protecting the mountain gorillas – they are the gorillas’ only hope of survival.

The 15-minute film, narrated by Sir David Attenborough, takes a historical look back to 1967 when Dian Fossey began her work. Less than 300 mountain gorillas remained at the time, their population ravaged by poachers who for years targeted the gorillas to make money – selling infant gorillas to zoos or the hands and heads of the adults as trophies to wealthy tourists.

Dian Fossey was murdered in 1985, her original research center destroyed, rebuilt and then destroyed again during the civil war in Rwanda in the 1990s. However, despite adversity the work never stopped. Today the Karisoke Research Center has a new home where 120 people continue Dian’s work, as the Dian Fossey Gorilla Fund International.

The charity employs teams of trackers who follow the gorillas every single day. They monitor each gorilla ensuring its safety and health, risking their lives in a region that is still plagued by violence. The health and safety of the people living close to the gorillas’ habitat is also protected by the Fossey Fund, whose community development and conservation education programs have provided clean water sources, conservation education programs in local schools, and facilitated health initiatives and improvements to healthcare facilities for the communities.

These extreme measures go far beyond the methods seen in most other national parks. As Clare Richardson, President and Chief Executive Officer of The Dian Fossey Gorilla Fund International, explains:

*“Watching the film, people will see for the first time the extreme conservation measures that are needed to protect this population of mountain gorillas and help it grow when all other monitored great ape populations are in decline. Our research over the last 40 plus years has shown that simply having a protected area like a national park is not sufficient to save a species like the gorilla - which takes a long time to grow to adulthood and reproduces very slowly. Instead, extreme measures are needed.*

*“This translates to intensive monitoring of the gorillas but also maintaining the wellbeing of the communities who live close by. The Fossey Fund is all too aware that the survival of the mountain gorilla, and the safety of its habitat, is intertwined with the growth of a country in recovery since atrocities of the Rwandan Genocide of 1994. The work we do is unique, challenging and costly but we are seeing results. The population has grown and while this is encouraging, the mountain gorilla is still critically endangered and without extreme conservation work could face extinction.”*

Hope will be available to view online at **www.craghoppers.com** and its makers, Craghoppers, are encouraging as many people as possible to view, share and comment on the documentary via social media to help raise awareness.

The clothing company is a sponsor of the charity. In 2013 it donated £45,000 worth of kit from its NosiLife and Kiwi range (specialist high performing outdoor clothing featuring permanent insect repellent) to help the trackers and anti-poaching patrols as they go about their daily monitoring in difficult conditions.

As well as making the film, Craghoppers is selling a specially designed t-shirt with £5 from the sale of each top going directly to the Dian Fossey Gorilla Fund International. It can be purchased online at **www.craghoppers.com** from the 9th April 2014.

Managing Director for Craghoppers, Jim McNamara, said: *“I admire the extreme yet practical approach that the Fossey Fund has adopted in order to protect the mountain gorillas in Rwanda. I like to think that the technical spec of our clothing mirrors this ethos, providing practical support and protection to a team of people who face extreme challenges every day. I am immensely proud that we are able help the people who are helping the gorillas.*

*“Our motivation behind making the film, Hope, was to highlight these efforts and remind people about the plight of the gorillas. We hope that the film will inspire people to support the charity and donate to a very worthy cause.”*

**www.craghoppers.com**  
**#gorillahope**

### ENDS

For more information, to set-up an interview or request images please contact Kate Pearson at Trumpet Public Relations  
E: kate@trumpetpublicrelations.com  
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### Note to Editors

- Spokespeople available for interview
- Preview trailer of the film is available

FILM SYNOPSIS



HOPE: WE ARE THEIR GREATEST HOPE

A powerful film, which revisits the plight of the critically endangered, mountain gorillas in Rwanda and the team of people who are responsible for their survival.

Produced by Craghoppers and voiced by Sir David Attenborough, Hope was filmed in the Volcanoes National Park 47 years after Dian Fossey began her life’s work in mountain gorilla conservation. Only ruins of Fossey’s original Karisoke Research Centre remain – but we meet the research team in their new home, where 120 people continue Dian’s work.

Never before seen footage goes behind the scenes of the Dian Fossey Gorilla Fund International as they intensely monitor the gorillas, with the help of a dedicated team of trackers and anti poaching patrols – whose job it is to follow the great apes every day, 365 days per year, through difficult and sometimes dangerous terrain.

The documentary also shows the very human side to the Fossey Fund’s approach to conservation as we follow the local people who live next to the gorilla’s habitat and the work that is being done to change attitudes. The children

growing up in these communities today have grown to love and the respect the gorillas that their people once killed for their own survival.

More than 40 years of extreme conservation, which was pioneered by Dian Fossey, has resulted in the Virunga mountain gorilla population nearly doubling in size. However, the mountain gorillas remain critically endangered.

Providing much hope for the future, yet highlighting the need for continued support, the film has one very clear message: we must support the people protecting the mountain gorillas – they are their only hope of survival.

CREDITS

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Craghoppers

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Colourist  
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The Rwanda Development Board  
National Institute  
Of Statistics Rwanda  
The New York Times

Special Thanks To  
The Dian Fossey Gorilla  
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Veronica Vecellio  
Felix Ndagijimana  
Juan Carlos Bonilla  
Joseph Karama  
The Rwanda  
Development Board  
Francois Bigirimana



# GORILLA FAST FACTS

- Mountain gorillas live in only three countries: Rwanda, Uganda and the Democratic Republic of Congo.
- They live in the mountains, where conditions are misty, cloudy and cold. Because of this the mountain gorillas possess much thicker hair than their cousins, the lowland gorillas.
- At the Karisoke Research Center, the Fossey Fund monitored the largest gorilla group ever recorded with 65 individuals. This is about six times the size of an average group.
- A dominant “silverback” gorilla (so named for the silver hair on his back) is in charge of leading the group’s daily travels as they search for the vegetation. He also helps keep the peace in the group and can act as a babysitter for females when they want time to forage on their own.
- The mountain gorilla diet consists of a variety of plants, such as wild celery, nettles, thistles and bamboo. They are total vegetarians, eating up to 60 lbs of vegetation a day.
- Male mountain gorillas can reach 400 pounds when fully grown, with females reaching about 200 pounds. Newborn gorillas weigh on average only four and half pounds.
- Gorillas travel every day, then build fresh nests on the ground every evening in a different place for their night’s rest.



- Mountain gorillas are still classified as critically endangered. The population in the Virungas has almost doubled since the time of Dian Fossey, from 250 in 1967 to 480 individuals according to the last census in 2010. Although this is positive news, the very small size of the population and the high number of threats they face mean that the situation is still extremely fragile.
- Trackers formally identify gorillas by their ‘nose prints’ that are unique patterns of wrinkles on their noses. Each year, the Fossey Fund get new photos of all the gorillas to update their nose print files.
- The mountain gorilla is the only type of gorilla (and actually great ape) that is seeing a population increase, due to the extreme conservation efforts the Fossey Fund participates in, including daily protection and routine anti-poaching patrols.
- Over the last decade, the Fossey Fund has seen an average of 10 infants born per year in the 10 groups that they monitor. However as few as 50% of these may survive through infancy.
- The Fossey Fund team spends an estimated 20,000 hours in the field per year in direct gorilla monitoring and protection activities. As part of this, they collect over two million cells of data on all aspects of the gorillas’ lives.





# DIAN FOSSEY BIOGRAPHY



**Dr. Dian Fossey’s life was marked by many challenges and successes. Fossey, whom Rwandans knew as Nyiramachabelli – “the woman who lives alone on the mountain” – is remembered throughout the world for her heroic struggle to preserve, protect and study the mountain gorilla.**

**As founder of the Digit Fund (later renamed the Dian Fossey Gorilla Fund International), her firm commitment to wildlife preservation, especially that of the mountain gorilla, resulted in a truly remarkable career that spanned two decades.**

## EARLY BEGINNINGS

Dian Fossey’s early interest in animals and her childhood dream of becoming a veterinarian led her to San Jose State College. While in college she changed her major to occupational therapy; however, her love for animals never faltered, and she was at the same time becoming increasingly interested in Africa.

In 1963, while on a six-week sabbatical in Africa, Fossey met Dr. Louis Leakey, who spoke urgently about the need for research on the great apes. Under the direction of Leakey, Fossey agreed to undertake a long-term field study of the mountain gorillas.

In 1966, Fossey won support and funding from the National Geographic Society and the Wilkie Brothers’ Foundation for a research program in the Congo (then Zaire). Due to intense political upheaval and rebellion in Zaire, Fossey left and moved to Rwanda. In 1967, she founded the Karisoke Research Center in Rwanda’s Parc National des Volcans, between two volcanoes: Mt. Karisimbi and Mt. Visoke. Advancing science and gorilla conservation.

For many years, Fossey conducted research from her base camp in the mountains, located approximately 10,000 feet above sea level. She struggled with fear of heights on steep slopes, and battled disease, torrential rains, poachers, witchcraft and revolution. However, her tireless efforts at gorilla habituation were rewarded when an adult male gorilla, whom she had named Peanuts, touched her hand. This gesture was the first recorded instance of peaceful gorilla-to-human contact.

Fossey’s intense observations and study of the mountain gorillas over thousands of hours brought new information to the scientific community.

Her commitment also earned Fossey the complete trust of the wild mountain gorillas she studied. Even though she cared deeply for each gorilla, Fossey became particularly attached to a young male gorilla she named Digit.

In 1977, their friendship came to a tragic halt when poachers attacked and killed the young gorilla. Fossey reacted with fury and even greater commitment. Several major publications, including National Geographic magazine, heeded her pleas for justice by running in-depth, poignant feature articles. This coverage propelled the plight of the mountain gorillas into the international limelight. It was shortly after Digit’s death that Fossey founded the Digit Fund to help raise money to protect the gorillas.

## DIAN FOSSEY’S LEGACY

In 1983, Fossey published *Gorillas in the Mist*, an account of her life and work at Karisoke™. The book became an international best seller. A movie based on the book was released in 1988. The film, starring Sigourney Weaver as Dian Fossey, achieved great popular success and helped attract public support for Fossey’s work.

Fossey was killed in 1985 in her cabin at Karisoke. The name of the Digit Fund was changed after her death to the Dian Fossey Gorilla Fund International. In subsequent years her legacy has grown through the Fossey Fund’s programs, which are dedicated to the conservation and protection of gorillas and their habitats in Africa.



PHOTOGRAPHY





# PROMO T-SHIRT PRESS RELEASE

**Craghoppers, the UK’s leading outdoor and travel brand is hoping to raise much needed funds for the Dian Fossey Gorilla Fund International with the launch of a new charity t-shirt, which will see £5 from each sale going directly to the cause.**

The charity t-shirt will work in tandem with a new documentary about the Fossey Fund entitled Hope, which was funded and produced by Craghoppers to help raise awareness of the plight of the mountain gorillas.

The moving 15-minute documentary, narrated by Sir David Attenborough, aims to send out a clear message to the world – we must support the people protecting the mountain gorillas – they are the gorillas’ only hope of survival.

Craghoppers became a sponsor of the Fossey Fund in 2013, providing £45,000 worth of specialist kit from its NosiLife and Kiwi range to help the trackers and anti-poaching patrols who protect and monitor the mountain gorillas in Rwanda on a daily basis.

Danny Heaton, Marketing Manager at Craghoppers said: “As sponsors of the Dian Fossey Gorilla Fund we want to help raise awareness of the amazing work they do and tell the world why it is so important, if the mountain gorilla is to avoid extinction. We are encouraging as many people as possible to view and share the

documentary online and we also want them to show their support by either donating or buying a t-shirt.”

The 100% cotton t-shirt is priced £12 and is available in sizes small through to XXL.

To view Hope or to purchase the charity t-shirt visit [www.craghoppers.com](http://www.craghoppers.com) from 9th April 2014.

**[www.craghoppers.com](http://www.craghoppers.com)  
#gorillahope**

**ENDS**

For more information or to request a sample please contact  
E: [kate@trumpetpublicrelations.com](mailto:kate@trumpetpublicrelations.com)  
T: 07894 055 959





# SPOKESPEOPLE

**CLARE RICHARDSON**  
President and Chief Executive Officer,  
The Dian Fossey Gorilla Fund International



**Clare has more than thirty five years experience in not-for-profit leadership ranging from operations, program administration and strategic planning in a human services agency with 200 employees, to marketing, development and communications for a zoological society with 12 employees.**

Along the way she has acquired demonstrated skills in organizational assessment and restructuring, marketing and development and has an excellent track record in leadership, staff development and managing organizational change.

Clare is an accomplished public speaker, has chaired events at the United Nations HQ in New York and has been interviewed by a wide range of national and global media, including CNN, BBC and the New York Times, and will be featured in an upcoming Google Hangout. She has helped guide the production of numerous documentary films on gorillas and has also testified before the U.S. Congress in support of African conservation legislation.

In her 19 years with the Dian Fossey Gorilla Fund she has brought stability and leadership through several years of crisis and change in Africa. She led the first official NGO delegation to Rwanda in the wake of the devastating genocide in 1994 and has worked with Rwandan leaders with considerable success to develop the conservation, education and scientific capacity of Rwanda.

Clare was raised in England and in her early career was a registered nurse on the staff of a large teaching hospital. She and her husband Nigel emigrated to the USA with their family in 1968. She lived in Tanzania in the early 70's and is a regular visitor to Africa. She is a resident of Atlanta, Georgia where she serves on the board of several community organizations.

**PETE MCBRIDE**  
Environmental Film Maker



**Native Coloradan Pete McBride has spent almost two decades studying the world with his camera. A self-taught, award-winning photographer, filmmaker and writer, he has traveled on assignment to over 60 countries for the publications of the National Geographic Society, Smithsonian, Outside, Men's Journal, Esquire, STERN and many others.**

Raised on a Colorado cattle ranch, Pete is passionate about story telling and unique, gripping ways to communicate them, whether it involves vantages from 20,000 feet or swimming below icebergs. His perspective on capturing water-related stories led American Photo Magazine to list Pete as "one of the top five water photographers" in the nation.

After a decade working mostly abroad, Pete decided to focus his cameras closer to home on a subject closer to his heart. Combining his passion for aviation and his belief in conservation, he spent over two years documenting his local river - the Colorado. This journey culminated in the acclaimed coffee table book: "The Colorado River: Flowing Through Conflict", an award-winning short film, "Chasing Water" and a traveling museum exhibit/ lecture currently touring the U.S.

In 2011 and 2012, his film "Chasing Water" won over 20 film festival awards including "Best Short Documentary" at Canada's Banff Mtn. Film Festival, "Best Environmental Film" at England's Kendal Mtn. Festival and "Best Documentary" at Florida's Clear Water Festival, to name a few.

His photography honors include awards from Pictures of the Year International, Photo Week DC, Communications Arts, The Society of Professional Journalists and a Knight Fellowship for Professional Journalists at Stanford University. In 2011, he was awarded "River Conservator" by the Roaring Fork Conservancy for his ongoing awareness work with water conservation.

When not on assignment, you can find Peter in the mountains or on the rivers around the Roaring Fork Valley, Colorado.



# SPOKESPEOPLE

**FELIX NDAGIJIMANA**  
Director of the Karisoke  
Research Center



**Felix Ndagijimana is the Director of the Karisoke Research Center. He oversees all of Karisoke’s research and protection programs for mountain gorillas and other species in Volcanoes National Park, as well as health and education programs in the communities surrounding the park.**

He administers a staff of more than 100, including trackers, anti-poachers, research assistants, and administrative personnel.

Ndagijimana joined the Fossey Fund as a research assistant at Karisoke in 2004 and served as deputy director after earning a master’s degree in primate conservation from Oxford Brookes University (UK) in 2008.

Felix also holds a Bachelor degree in microbiology from the University of Mysore, India and a Master’s degree in primate conservation from Oxford Brookes University, UK. He is currently pursuing a PhD at Universite Montpellier II, France.

**DANNY HEATON**  
Marketing Manager, Craghoppers  
(Producer/Director)



**Danny has worked at Craghoppers for over five years, heading up the brands marketing team. He has been influential in the brands strategic growth and creative direction in recent years, working with Craghoppers Ambassadors: Survival Expert Bear Grylls and Environmental Filmmaker, Pete McBride - to promote the company’s ‘World Travel Clothing’ credentials.**

Craghoppers is a global brand and so when looking for a charity project, Danny wanted to work with an organization that would have international appeal but also appeal to Craghoppers’ loyal fan base - who are passionate about conservation as well as adventure. The Dian Fossey Gorilla Fund strap line: Helping People. Saving Gorillas – struck a chord with Danny, knowing that Craghoppers could help the charity, help people, in a very practical way – by providing the right clothing to allow the trackers and anti poaching patrols to do their job.

In 2013 Craghoppers donated £45,000 worth of kit to the team in Rwanda. Delivering it to them personally, Danny was able to see first hand the work that the charity does and the difficulties faced by the on the ground team as they monitor the gorillas for nine hours a day, making their way through the extreme conditions on the Virunga mountain range.

By making the documentary, Danny and Craghoppers hope they can raise awareness of the gorilla’s plight and gain support for the people responsible for their survival.



## ABOUT CRAGHOPPERS



**Craghoppers started making clothing specifically designed for the outdoors back in 1965. A group of guys in West Yorkshire were planning to climb Everest and wanted gear to withstand the harshest of conditions, so they researched and designed fabrics that would protect them from the extreme cold. All their preparation paid off as they successfully reached the summit of Everest. This was the birth of Craghoppers.**

So this is our heritage, and based in Manchester, we have continued to develop fabrics and clothing designed to protect our customers, wherever they travel and whatever the climate. Craghoppers is currently distributed throughout 20 countries worldwide.

### AWARDS:

- 2009** OutDoor Industry award for the category of material and innovation for NosiLife
- 2010** Op Pad Magazine in The Netherlands - Innovation Award for its NosiLife collection
- 2010** Silver Walk Magazine Reader Award for Best Walking Trousers for the Craghoppers Kiwi Trousers
- 2011** Bronze Wanderlust Award for Craghoppers Travel Equipment
- 2011** Camping Magazine best clothing award for its NosiLife Shirt
- 2011** Gold Walk Magazine Reader Award for Best Walking Trousers for the Craghoppers Kiwi Trousers
- 2012** Bronze Wanderlust Award for Best Equipment Brand
- 2013** Bronze Wanderlust Award for Best Equipment Brand
- 2013** Camping magazine 'Best Clothing' Editor's Choice Award for its Ricardo Shirt and Kiwi Jacket