BRITISH MAN LEADS THE LARGEST AND MOST TECHNICALLY ADVANCED CONSERVATION PROJECT IN HISTORY

Wednesday 11 November, 2020

Images:

https://we.tl/b-rIgtGqmJdz

Work is poised to commence on the largest and most technically advanced and ambitious conservation project in history, set to cost an estimated 5 billion pounds. The brainchild of British entrepreneur Richard Prinsloo Curson, the state-of-the-art animal and ecological conservation park will aim to preserve every species on the planet. In planning for over four years, the park will cover 100 square kilometres of land in South Africa.

A film crew and photographic team has followed every aspect of their journey from seeking approval from the King of the Zulus, to the development of the ambitious plans, meeting the animals, the obstacles, trials and tribulations the team have faced throughout. The 12 part television series Noah's Ark will be broadcast in the UK and distributed to broadcasters globally, in January 2021 with a second series in the planning.

Richard Prinsloo Curson said "The animal kingdom is at crisis point. Climate change, over development, farming, ocean plastic, big game hunting and poaching are driving thousands of species off the face of the planet. We owe it to future generations to preserve the natural world or our children will be left fighting the horrific consequences of climate change to survive".

WWF (World Wildlife Fund) reported in 2018, that humans have already wiped out 60% of Earth's animals since 1970. If humanity continues with over development, poaching and hunting, polluting the oceans and affecting climate change, the natural world will be gone completely in 20 years.

The new estimate of the massacre of wildlife is made in a major report by the WWF involving 59 scientists from across the globe www.wwf.org.uk/updates/living-planet-report-2018 . It reported that the vast and growing consumption of food and resources by the global population is destroying the web of life, billions of years in the making, upon which human society ultimately depends for clean air, water and everything else.

"We are sleepwalking towards the edge of a cliff", said Mike Barrett, executive director of science and conservation at WWF. "If there was a 60% decline in the human population, that would be equivalent to emptying North America, South America, Africa, Europe, China and Oceania. That is the scale of what we have done. This is far more than just about losing the wonders of nature, desperately sad though that is," he said. "This is actually now jeopardising the future of people. Nature is not a 'nice to have' - it is our life-support system".

To help fund the project, Prinsloo Curson and the team behind Noah's Ark are putting out a worldwide call for donations from £1 to billions of pounds inviting donations from the world's individuals, businesses, entrepreneurs and philanthropists. Noahs Ark Go Fund Me page, the largest in history https://bit.ly/32utUDH

Watch : Globetrotter Television SKY TV, channel 192, weekly from the 11th January 2021, 12:00 GMT https://bit.ly/2JV5g8Q

Ends

Notes to Editor

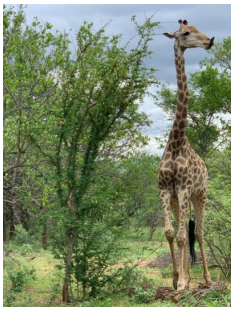
www.noahsark.life

Interviews, filming, images available, media contact Claire Barber PR claire@clairebarber.com +44 (0) 7885965749. Richard Prinsloo Curson is available for interviews.. Filming and satellite links with the film crew can be set up. With notice this can be with the elephants etc. Please contact Claire Barber to discuss.

Media:













Richard Prinsloo Curson, 40, founded Noah's Ark in 2016 with his South African husband Hein Prinsloo Curson, 35. Richard (who is also deaf) and Hein have devoted their lives to Noah's Ark. Bio's below.

Helpful links:-

Excerpt from the new TV Series https://bit.ly/2JV5g8Q commencing 11.1.2021 at 12:00 GMT Globetrotter Television SKY TV Channel 192. Enquiries about licensing the Noah's Ark TV show, Contact James Ross at Lightning International - james@lightninginternational.net.

Interview with Richard Prinsloo Curson for reference https://bit.ly/3lkcelm

BIO: RICHARD PRINSLOO CURSON

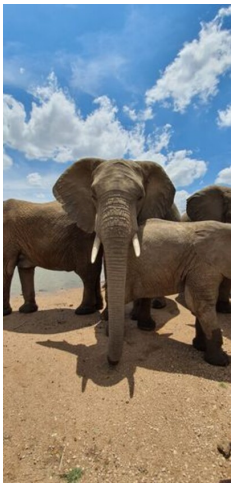
Born 11 August 1980, in Wisbech, Cambridgeshire, England to parents Ronald and Christine Curson. A large family of 3 brothers and 2 sisters he grew up in a rural busy farming household. He went to school at Upwell Primary and Junior School but failed to finish his secondary education due to falling victim to bullying, so was forced to start his college career early. He studied all aspects of Media. At 16 years Richard published his first book, a poetry book Burst with Verse. He went on to broadcast for Magic AM in Yorkshire every day for 2 years. Richard moved to London and understudied with renowned publicist Jules Just where he learned his craft; how to make stars out of people and their brands. Richard Curson the publicist became a familiar face on the London social circuit hosting some of the most memorable celebrity parties in the capital including a series of Club4Climate parties for climate change awareness and worked with the most famous media brands in the country including OK! Magazine and ITV. Richard has worked with familiar faces and brands around the world, helping them make impacts and impressions through what they do in the media. He has assisted in sharing news and views, working with media brands on special assignments, helping produce content for audiences around the world. Richard, who is deaf had an interesting encounter with Prince Phillip. The first time Richard met Prince Phillip at a reception in Wales, he was wearing the same suit and tie as the Royal protection officers, so His Royal Highness's private secretary instructed Richard to prepare the cars for the prince who was ready to leave. Eventually both realised there was a misunderstanding because Richard's security earpiece is in fact his hearing aid! Richard is deaf! The private secretary was greatly apologetic, and all enjoyed a joke about it afterwards. Richard could have travelled back to Windsor Castle with the Duke in the Royal Helicopter if he played along with it! Richard first travelled to South Africa in 2011 to work with a client and found an adoration with the country which is why he kept returning every year since. Until in 2016 he met and fell in love with Hein Prinsloo and decided to make South Africa his home.

BIO: Hein Prinsloo Curson

Born in 1985, Hein Prinsloo from Johannesburg had a simple childhood like many others. He is the second youngest of four brothers. Hein's mother, Hannatjie Prinsloo raised her four boys to the best of her ability, while husband, Willie Prinsloo worked hard on the South African Gold Mines, to provide for his family. The family moved to Pretoria, when Hein was 12, in search of a better life. Having matriculated in 2004, Hein started a career in Furniture Retail Operations. Excelling as Regional Operations Manager and having accomplished so much, at 31, it was time to shift goals, and have new dreams to champion. In 2016 Hein met Richard Curson, Celebrity Publicist from London; they became life partners and eventually engaged. Their wedding took place on 09 June 2018 and was filmed for SABC TV show; Top Billing. He resigned from retail in 2017 and began life with Richard with new exciting dreams and aspirations. Hein and Richard launched a Public Relations agency in South Africa in 2017. Richard with the Celebrity Publicist background, and Hein with the Retail Operations background, has perfected service delivery for clients, by closing the misunderstood gap between Public Relations and Retail, which now allows them to better cater for the vast market. Having had a strong connection with his siblings since he came out as gay to his family in 2005, there were no more obstacles for this young determined Virgo, to accomplish his dreams, with the full support of his family. Hein's business partner and husband Richard, both share the same dreams. Not only have they managed to accomplish so much in such a short space of time, but they have common goals and aspirations that they are working hard towards. After the wedding in 2018, the Prinsloo Curson's started expanding their rapidly growing business and flying the SA flag high around the world, and it's not hard to see that this duo are strongly on their way to achieving what they set out to do.

www.noahsark.life

Media Contact Claire Barber PR



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