

SEE THEM ROAR!

*Signature Celebrates World Lion Day Through the Lens
of Acclaimed Photographer Beverly Joubert*

As civilisation expands, the African Lion – subject of legends and a symbol of strength – needs conservation intervention more than ever before. Dereck and Beverly Joubert have dedicated many years to this cause, and we celebrate their dedication as we look at these majestic animals through the camera's lens.


The award-winning filmmaker duo and *National Geographic* Explorers and wildlife conservationists, Dereck and Beverly Joubert, have been filming, researching and exploring in Africa for over 30 years. Their mission is the conservation and understanding of the large predators and other key wildlife species that determine the course of all conservation in Africa.

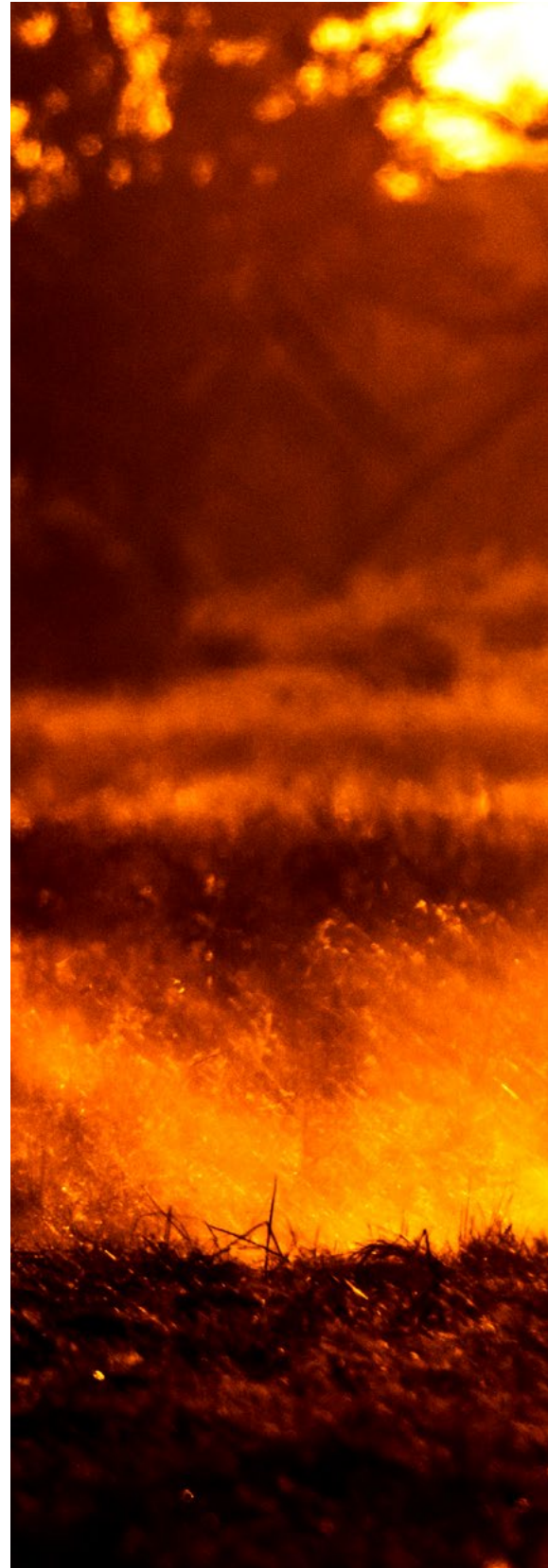
Lions and big cats in general have been a passion for the Jouberts for thirty years, and their work has followed the conservation of lions via films, books, *National Geographic* articles and a range of other work. It was when they became Explorers in Residence at *National Geographic* that they looked back at their life's work and realised that inspiring people about the beauty of big cats was not having a big enough effect. They approached *National Geographic* with their startling findings after sifting through the numbers. In 50 years, lions have dropped in number from 450,000 to around 20,000. Leopards have gone

from 700,000 to about 50,000 and there are fewer than 7,000 wild cheetah.

As a result, Dereck and Beverly started the Big Cats Initiative with *National Geographic* as an emergency action plan to reverse that trend within five years. The BCI has so far issued grants to 150 projects in 28 countries and continues to search for innovative projects that can substantially change the way lion conservation is carried out.

World Lion Day was co-founded by Dereck and Beverley Joubert, along with *National Geographic*. The date – 10 August – was chosen for its significance as the birthday of Keith Joubert, brother to Dereck, and celebrated wildlife artist whose sculptures and paintings of lions form the bedrock of his contribution to the cause of lion conservation. *Signature* proudly marks World Lion Day 2021 with an exclusive tribute to the photographic brilliance of Beverly Joubert.

Find more information on the Jouberts' lion conservation efforts at www.greatplainsfoundation.com/lions, or view Beverly's fine art photography at www.beverlyjoubert.com. 







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