



FOR IMMEDIATE RELEASE

## ***WildlifeDirect Rolls Out Team Sayari “Nature Positive Kids” Outreach Program***

### ***Program to Inspire Behavioral Change and Meaningful Economic Development, Targeting 10,000 Children in East Africa***

**Nairobi, Kenya, April 20, 2023** - WildlifeDirect, a non-profit organization dedicated to the conservation of Africa's wildlife, is pleased to announce the roll out of its new Nature Positive Kids Outreach Program which is an extension of the National Geographic's Team Sayari educational entertainment Program.

Team Sayari, a collaboration between the U.S. Department of State, the U.S. Agency for International Development (USAID), The Walt Disney Company Africa and Wildlife Direct, saw a 20-part television series being aired across Africa on National Geographic Wild and Disney Channel. With a goal to inspire meaningful, impactful behavioural change in young viewers across the continent and create the next generation of environmental conservation leaders, Team Sayari now moves from the small screen and schools and communities in East Africa with the *Nature Positive Outreach Kids Program*.

Targeting 10,000 children aged 7-12 years old in 200 schools in Kenya, Rwanda and Tanzania, the program aims to have a lasting impact on the conservation of species-rich landscapes and generate meaningful economic development opportunities for communities.

The Nature Positive Kids Outreach Program is designed to educate and engage children and communities about the importance of protecting and conserving the natural environment. Through a series of outreach screening events, workshops, and nature based activities, the initiative aims to encourage a more sustainable and responsible approach to environmental stewardship.

"In March this year, we announced the Nature Positive Kids Outreach Challenge, and we are excited to see the level of interest it has generated. The challenge is an opportunity for young people to learn about the importance of conservation and take action in their own communities," said Dr. Paula Kahumbu, CEO of WildlifeDirect.

Winning schools will each receive \$500 to implement a conservation project of their own choice. Alongside the outreach program, each school will also receive a DVD with Team Sayari episodes.

"We have designed the Outreach program to complement the Ministry of Education in the National Tree Growing and Restoration campaign that was launched by HE President William Ruto in December last year," added Kahumbu. In the first year of partnership WildlifeDirect will work with the children in Kenya to plant 25,000 trees. We invite individuals, corporates and organizations that are interested in partnering with us in this noble initiative.

"The Nature Positive Kids Outreach Program is a crucial part of WildlifeDirect's efforts to protect and conserve Africa's wildlife," said Trish Sewe, Chief of Party of the project. "By engaging and educating children, we can help create a more sustainable future for both people and wildlife." The program will focus on a range of issues, including sustainable conservation, renewable energy, and wildlife conservation. Activities will include tree planting initiatives, workshops on conservation education, community clean-up events, recycling of plastics, glass and other waste, schools using gutters to collect and conserve water, etc.

The Nature Positive Kids Outreach Program is initially launching in Kenya, Rwanda and Tanzania where WildlifeDirect has established conservation hubs in partnership with 3 conservation organizations; Oceans Alive Foundation-Kenya, African People and Wildlife-Tanzania and Prime Biodiversity Conservation-Rwanda, and there are plans to expand the reach of Team Sayari to other African countries.

"We are excited to launch the Nature Positive Outreach Program in East Africa, and we look forward to expanding it to other countries across Africa," added Trish. "Together, we can work towards a more sustainable future for Africa's wildlife and the communities that rely on them."

For more information about WildlifeDirect and the Nature Positive Outreach Program, please visit <https://wildlifedirect.org/>.

**For more information, please contact:**

**For WildlifeDirect:**

Trish Sewe  
[psewe@wildlifedirect.org](mailto:psewe@wildlifedirect.org)

**For The Walt Disney Company Africa:**

c/o Jenny Griesel Communications  
[jenny@jennygriesel.co.za](mailto:jenny@jennygriesel.co.za)

**For U.S. Department of State**

**The Bureau of Educational and Cultural Affairs:**  
[ECA-Press@state.gov](mailto:ECA-Press@state.gov)

**For USAID:**

[press@usaid.gov](mailto:press@usaid.gov)

**About The Walt Disney Company EMEA:**

The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise that includes Disney Parks, Experiences and Products; Disney Media & Entertainment Distribution; International Content and Operations and three content groups—Studios, General Entertainment and Sports—focused on developing and producing content for direct-to-consumer, theatrical and linear platforms. Disney is a Dow 30 company and had annual revenues of \$82.7 billion in its Fiscal Year 2022.

The Walt Disney Company has been in Europe, Middle East and Africa (EMEA) for over 80 years and employs thousands across the region. Between Disneyland Paris and its other iconic brands, including Disney, Pixar, Marvel, Star Wars, National Geographic, 20th Century Studios and ESPN, The Walt Disney Company EMEA entertains, informs and inspires millions of consumers in more than 130 countries through the power of unparalleled storytelling. Disney+, the company's direct-to-consumer streaming service, is currently available in 60 markets across EMEA.

**About WildlifeDirect:**

WildlifeDirect is internationally recognized as a high impact Kenyan based organization that seeks to change hearts, minds and laws so that Africa's wildlife endures forever. The mission of WildlifeDirect is to connect people to their wildlife and nature and inspire them to treasure it and act to conserve it. The organization produces Wildlife Warriors, a popular wildlife TV series about our wildlife heroes and heroines, and the animals that they are saving. We aim to transform and catalyse the wildlife film making industry in Africa. The series is screened on national TV as well as in classrooms through the Wildlife Warriors Kids conservation education program.

**About USAID:**

The U.S. Agency for International Development (USAID) is the world's premier international development agency and a catalytic actor driving development results. Through our cross-sectoral programming, USAID works to address the world's most urgent needs, including biodiversity conservation, education, and economic development. USAID works to help lift lives, build communities, and advance democracy. USAID's work advances U.S. national security and economic prosperity; demonstrates American generosity; and promotes a path to recipient self-reliance and resilience. President John. F. Kennedy created USAID by executive order in 1961 to lead the U.S. government's international development and humanitarian efforts.

**About The U.S. Department of State**

The U.S. Department of State leads America's foreign policy through diplomacy, advocacy, and assistance by advancing the interests of the American people, their safety and economic prosperity. Through its 270 diplomatic missions world-wide, the Department of State is committed to supporting public outreach efforts around key foreign policy matters that help build peaceful relations between the people of the United States and people of other countries, as well as advance U.S. foreign policy and national security goals.

The Bureau of Educational and Cultural Affairs' (ECA) mission is to increase mutual understanding between the people of the United States and the people of other countries by means of educational and cultural exchange that assist in the development of peaceful relations.