



Usain Bolt, Colin Jackson and Jochen Zeitz
receive warm welcome in Kenya during launch of Zeitz Foundation

Honoured with local ceremony to become Maasai warriors

Nairobi, 2 November 2009 - Usain Bolt, Colin Jackson and Jochen Zeitz, in Kenya as part of the official launch of the Zeitz Foundation and The Long Run initiative, were enthusiastically received in Nairobi on Friday. During their 4-day visit to Kenya and to Segera, one of the nine Long Run Destinations, they experienced Kenya's rich heritage and environment culminating in Bolt and Jackson being made honorary Maasai warriors and adopting endangered wildlife.

During the press conference on Friday that was attended by more than 100 journalists and camera teams, Usain Bolt said, "This is my first visit to Kenya and to Africa. I am excited to be here and I am looking forward to seeing more of Kenya over the coming days, in particular to visit Segera Ranch in Laikipia."

Segera is part of the global alliance of nine Long Run Destinations around the world that are committed to become ecologically and socially responsible Global Ecosphere Retreats and to protect the integrity of local ecosystems and the cultures and people living within them. The Long Run initiative intends to provide and build sustainable, mostly tourism driven enterprises, community development and cultural stewardship. As the inaugural initiative by the Zeitz Foundation, The Long Run is a practical approach to a sustainable way of living and is endorsed by sprint superstar Usain Bolt and Colin Jackson, former world champion and BBC sports commentator, who act as Ambassador and Specialist for the Zeitz Foundation in order to support its aims and spread its message.

At Segera, Usain and Colin enjoyed a game drive that brought them close to groups of elephants and giraffes and dozens of zebra. "Seeing these animals in their natural environment is an amazing experience. The tranquillity of the place is something very special and it's an honor to be a part of The Long Run to ensure that it is protected and continues to exist in this state," said Colin Jackson. Later on, in a ceremony with twelve local Maasai, the two athletes were made honorary Maasai moran or "warriors" and received the traditional Shuka dress and stick. Both proudly participated in the traditional dancing and chatted with the moran about their culture. A group of local school children

joined them on Sunday to watch the movie HOME at Segera Ranch. Jochen Zeitz, Founder of the Zeitz Foundation, said “It means a lot to me to see these children here at Segera and to introduce them to this wonderful movie from Yann-Arthus Bertrand. Its message is so important and we will continue to communicate it beyond today’s event.”

On Monday, Bolt, Jackson and Zeitz had an audience with H.E., the Honorable President Kibaki and senior ministers, who warmly welcomed the party to Kenya and encouraged them to enjoy the wonderful sights and wildlife that Kenya has to offer. At a ceremony attended by the Rt. Honorable Prime Minister Odinga, Bolt, the world’s fastest man, fittingly adopted a cheetah, the fastest animal on land, and Jackson adopted an eland antelope. At the ceremony, Zeitz was made an Honorary Warden of Kenya and a Trustee of the Kenya Wildlife Service Endowment Fund. A game drive in Nairobi National Park concluded the day. Jackson commented, “It has been an impressive trip. I have been to other African countries but I have never seen so many elephants. My only regret is that it has been too short, and I am certain I will be back soon.”

The Zeitz Foundation

The Zeitz Foundation for Intercultural Ecosphere Safety (I.E.S.) is inspired by a vision of the Ecosphere – our planet and all of its life-sustaining regions – maintained in the healthiest possible state, and is committed to promoting an inclusive, holistic paradigm of conservation that enhances livelihoods and fosters intercultural dialogue. The mission of the Zeitz Foundation is to invest in research, listen to the experience of local communities and stakeholders, and apply the knowledge gained to create and support sustainable, ecologically and socially responsible projects and destinations around the world to achieve long-lasting impact in all 4Cs (conservation, community, culture, and commerce). Decisions made and actions taken by the Foundation are guided by the values of being Fair, Honest, Positive and Creative. Founded in January of 2008 by Jochen Zeitz, the Foundation is a registered non-profit organization in Germany with representation in the United States, the United Kingdom, and Kenya.