FOR IMMEDIATE RELEASE
13 **August 2025**

Journey With Impact: Support Elephant Conservation Through Safaris With African Bush Camps

In honor of World Elephant Day on Tuesday, 12 August, African Bush Camps (ABC) proudly launches a limited-time safari offer that runs until 19 December 2025. Rooted in the company's long-standing conservation mission, the campaign combines elephant protection, meaningful travel, and exceptional safari experiences.

"The elephant isn't just our logo, it's our legacy," says Beks Ndlovu, Founder and CEO of ABC. *"A symbol of strength, wisdom, and connection, the elephant has walked beside us throughout our 20-year journey. So, this August, we're not just celebrating elephants - we're celebrating our purpose, our people, and our passion for protecting the wild."*

A Personal Connection

For Ndlovu, the connection to elephants is personal and foundational:

"A pivotal moment in my life was when a herd of elephants invaded our garden," he recalls. *"After chasing them off, I was so curious that I tracked them on foot the next morning.*

That thrill, combined with visiting a safari camp during school holidays where a friend was interning, opened my eyes to tourism as a career. It was a classroom without walls - and it shaped my entire path forward."

The Offer: Travel That Gives Back

From 12 August to 19 December 2025, international guests who book and stay three or more nights at any ABC Experience will receive 5% off their accommodation. Ndlovu Club members - ABC's most loyal travelers - will receive an additional 5% discount, bringing their total savings to 10%.

Guests who book before 12 September 2025 will also benefit from 10% off Safari Logistics flights and receive a complimentary 30-minute massage. Ndlovu Club members will receive 20% off Safari Logistics flights and a one-hour complimentary massage.

Most importantly, $300 from every qualifying booking will be donated directly to Ele-Collection, a conservation initiative dedicated to saving elephants. In Zimbabwe, elephants are dying from ingesting plastic pollution. Ele-Collection restores elephant habitats, transforms plastic waste into sustainable building materials, and creates green jobs for local communities.

Standard terms and conditions apply.

ABC Trade Partners in Conservation

ABC stands alongside its valued Trade Partners in celebrating World Elephant Day - not simply as collaborators, but as co-creators of meaningful, conservation-led travel. These Partners play

an essential role in connecting travelers to safaris that give back, helping to ensure that Africa's wildlife, landscapes, and communities continue to thrive.

This campaign is not just about elephants; it's about a shared commitment to purpose-driven travel. With every World Elephant Day booking made through a trusted Trade Partner, ABC moves closer to its goal of protecting elephants and conserving the habitats they call home. The company extends its sincere gratitude to its trade partners for their ongoing dedication, and looks forward to continuing this journey of impact, together.

About African Bush Camps

Founded by Zimbabwean guide Beks Ndlovu, African Bush Camps is a leading luxury safari operator dedicated to authentic, conservation-focused travel. Our Experiences offer unique, bespoke safaris that celebrate Africa's diverse landscapes, wildlife, and communities.

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