



GUYANA
Naturally

GUYANA BIRDING

PRESS RELEASE

FOR IMMEDIATE RELEASE

August 26, 2008

“A Guyanese Summer Evening” Delights Attendees in London

London, England – Following its many successes at the British Birdwatching Fair, Guyana again drew praise as an up-and-coming tourism destination at “A Guyanese Summer Evening”, held in London on August 19, 2008. More than 100 tour operators, media representatives, dignitaries and other tourism industry delegates attended the event.

The highlight of the night was a presentation by Steve Greenwood, producer of the three-part BBC series on Guyana titled *Lost Land of the Jaguar*, which features stunning wildlife and awe-inspiring adventure. Mr. Greenwood held the rapt attention of the audience as he played clips from the series and described a bit about what it was like to spend one month in the interior of Guyana with a team of 20 filmmakers. “Sometimes you go to a rainforest and see nothing but trees and ants and it’s a bit dull. In Guyana you genuinely do see a high concentration of wildlife,” he raved.

The series aired in prime time in the UK – 6.1 million people watched the final episode – and is expected to reach a global audience of approximately 50 million people. Part of the goal of the program was to attract younger viewers and get them more interested in rainforest conservation.

The Honorable Laleshwar K. N. Singh, Guyanese High Commissioner to the UK, and the Honorable Edward Glover, Chairman of the Iwokrama Board of Trustees and former British High Commissioner to Guyana, also spoke about the importance of rainforest conservation for both Guyana and the world.

Mr. Glover noted that 119 million tons of carbon are stored in the Iwokrama forest, which represents 70% of the UK’s annual greenhouse gas emissions. “You can use the rainforest to the benefit of mankind but you don’t have to lose it,” he said.

Indranauth Haralsingh, Director of the Guyana Tourism Authority (GTA), gave a presentation highlighting the organization’s plans for the coming year. Speaking directly to the tour operators in attendance, he indicated, “Your selling of the destination [Guyana] is an investment in the country.”

The evening also served as the official launch for the *Bradt Travel Guide to Guyana*, the first comprehensive English-language guide book to the country. Donald Greig, Managing Director of Bradt Travel Guides, spoke about the growing interest in sustainable tourism and Bradt Guides’ focus on tourism as a force for good, what he termed “traveling positively.”

Mr. Greig also cited the rise in popularity of Guyana as a tourism destination, noting that the first customer to Bradt’s booth at the British Birdwatching Fair came in search of the Guyana guide book. The title was in such high demand that Bradt sold out by 3 pm on the first day of the fair.



-- continued --



GUYANA
Naturally

GUYANA BIRDING



“A Guyanese Summer Evening” Delights Attendees in London (page two)

“A Guyanese Summer Evening” was sponsored by Wilderness Explorers, a Guyana-based tour operator, in collaboration with the Guyana Sustainable Tourism Initiative (GSTI) – a joint program between the GTA and the United States Agency for International Development (USAID) / Guyana Trade and Investment Support (GTIS) project – Club Caribbee, Demerara Distillers Ltd., and the Iwokrama International Centre for Rainforest Conservation and Development.



MEDIA CONTACTS:
Indranauth Haralsingh
Director, Guyana Tourism Authority
P: 592-219-0092
E: haralsingh@yahoo.com

Sara Engleka
GTIS Marketing Director
P: 592-223-7144
E: sengleka@carana.com

With support from

