

# Panthera Press Release

## PANTHERA AND NATIONAL GEOGRAPHIC TO COLLABORATE ON SAVING THE WORLD'S BIG CATS

*Panthera designated as scientific and strategic collaborator on National Geographic's Big Cats Initiative*

Washington, D.C. - Panthera, the world's leading organization devoted exclusively to the conservation of the world's 37 wild cat species, and the National Geographic Society's **Big Cats Initiative** (BCI) have formed an important collaboration to further the global fight to save big cats in the wild.



©Steve Winter/National Geographic

Officials from Panthera and the National Geographic Society signed a Memorandum of Understanding designating Panthera as a scientific and strategic collaborator on the BCI.

The collaboration will facilitate the development and implementation of global conservation strategies for the most imperiled cats around the world, including tigers, lions, leopards and cheetahs. To help guide strategy, an advisory group composed of representatives from each organization has been established.



©Beverly Joubert  
THE BIG CATS INITIATIVE

The advisory group members are **Panthera CEO Alan Rabinowitz**, BCI Grants Committee Chair Thomas Lovejoy and National Geographic Explorer-in-Residence Dereck Joubert, who, with Beverly Joubert and National Geographic, founded BCI. As part of this effort, the BCI also will utilize the expertise of Panthera's premier cat biologists, who will provide scientific and strategic advice on conservation projects supported by

the BCI.

"Panthera's relationship with the National Geographic Society's Big Cats Initiative presents a great opportunity for us to collaborate on new projects that conserve the world's big cats and their ecosystems and ensure their survival for years to come," said Rabinowitz. "National Geographic serves as a unique and unmatched mechanism for media outreach, broadcasting conservation stories about wild cats around the globe."

"Panthera represents the most comprehensive effort of its kind in wild cat conservation," said **Terry Garcia, National Geographic's executive vice president for Mission Programs**. "The big cats of the world need our help, and a scientific collaboration between the Big Cats Initiative and Panthera is a significant step forward in our efforts to save endangered cat species around the world."



[www.panthera.org](http://www.panthera.org)

