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Lafarge donates to world's first dedicated baby rhino orphanage

The Lafarge Group's ethos is based on one of sustainability of its people, the planet and of national heritage, which is why the world's leading supplier of building materials is committed to supporting Africa's endangered species. The fact that Lafarge partners with WWF (World Wildlife Foundation) makes protecting the continent's wildlife a worthy cause.

The Wildlife & Cultural Centre at Legend Golf & Safari Resort in the Limpopo Province recently officially opened Africa's first specialist, dedicated, non-commercial orphanage to care for baby rhinos and will take in orphans that have been left parentless or injured by poaching. In fact, the centre has already welcomed its first orphaned rhino, who is being attended to by a team of dedicated professionals.

"When we were approached to help with this incredible, first-of-a-kind centre, we were immediately interested. It just made sense. With rhino poaching on the rise – a staggering 443 killed for their horns in 2011 and 227 already tragically slaughtered this year – the fight to save our rhinos is ongoing. We feel it is our duty, as a company dedicated to sustainability, to support this plight," says Charlene Lamb, Lafarge South Africa's Country Communications Manager.

The event, which was recently hosted at the Wildlife & Cultural Centre, acknowledged sponsors from in and around the community who donated the likes of tools and building supplies, even a new tractor, while Lafarge made a substantial contribution of R100 000.00 to the orphanage. "We are committed to this project and will continue to support causes which are about building sustainable environments and communities," Lamb remarks.

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ABOUT LAFARGE

Lafarge is the world-leader in building materials, with top-ranking positions in its Cement, Aggregates & Concrete businesses. The Group has 68 000 employees in 64 countries and, in 2011, posted sales of 15,2 billion Euros.

For the second year in a row, Lafarge ranked amongst the Top 10 of 500 companies evaluated by the "Carbon Disclosure Project" in recognition of their strategy and actions against global warming. With the world's leading building materials research facility, Lafarge places innovation at the heart of its priorities, working for sustainable construction and architectural creativity.

Additional information is available on the website at www.lafarge.com

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