

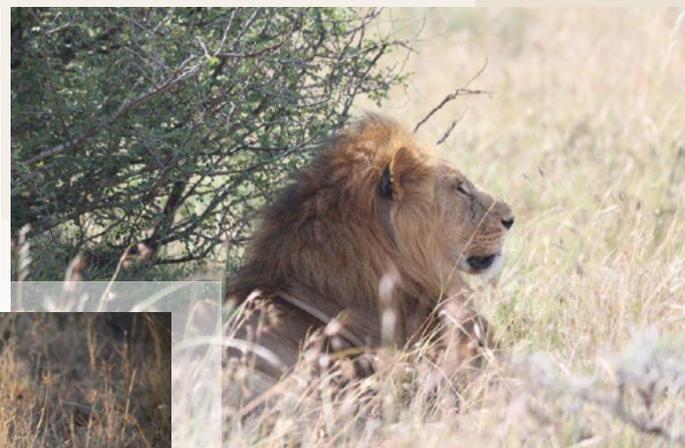


Segera News

January 2015

As we approach the end of the first month of the New Year, we have been reflecting on what a wonderful 2014 we had here at Segera Retreat.

If the team at Segera were to sum up one of their fondest memories of 2014, it would be that of the incredible wildlife experienced throughout the year. Aside from various other highlights, including the arrival of biplane G-AAMY from 'Out of Africa' and the wonderful guests the Retreat has been able to welcome, the sheer volume of game sightings surrounding the retreat and in Greater Segera really has been second to none. To see that Segera's conservation efforts, with partners such as the Zetzi Foundation and the Zoological Society of London (ZSL), have proved successful with significant increases in local wildlife populations on Greater Segera and neighbouring ranches – including African wild dogs of which there are now six packs with pups – this is the best gift Segera could have received for 2014 and we look forward to sightings and numbers continuing to rise in 2015.





The Zeitz Foundation has again had a busy year, with the undoubted highlight being the opening of the Samuel Eto'o Football Academy and the related progress of the Laikipia Unity Programme (LUP). Having started in 2010 with 32 teams, LUP's Laikipia Unity League now engages 113 community football teams, including four girls' teams that participated in the 2014 Laikipia Unity Cup. A unique initiative, the Laikipia Unity League is based on only 50% actual football achievements, with the other 50% being based on community and conservation work – the latter achieved by environmental and social activities carried out by each team throughout the year (which includes tree planting and environmental clean-ups).

In 2014, Segera also celebrated the launch of its own 4CTV, in which Greater Segera's sustainable 4C initiatives were captured on film in a series of short documentary clips by award-winning director Austin Peck. These clips can now be found online on the website: www.segera.com

Segera received wonderful support from the media during 2014, with various articles and accolades acting as a public compliment and celebration of the team's efforts. Some of these greatly-appreciated compliments came from Condé Nast (2014 Gold List), LA Times (14 Luxury Vacations of 2014), The New York Times (52 Places to Go in 2014), as well as Vanity Fair, House & Garden, GQ, Vogue Living, Christies Magazine and more. Segera would like to thank all of the publications and journalists who have been so supportive since its 2013 opening and looks forward to keeping everyone enthralled again this year...

With that said, the team at Segera are feeling very excited about the year ahead and cannot wait to share each new plan and initiative. To begin with, Segera will be launching a Zeitz Collection Manuscript Exhibition at Segera House, as well as giving guests of Villa Segera access to a celebration of Peter Beard's work. The Retreat will also be introducing an "Artists in Residency" Programme during the course of the year... Watch this space!

