



Press Release

Tiger Book Launched

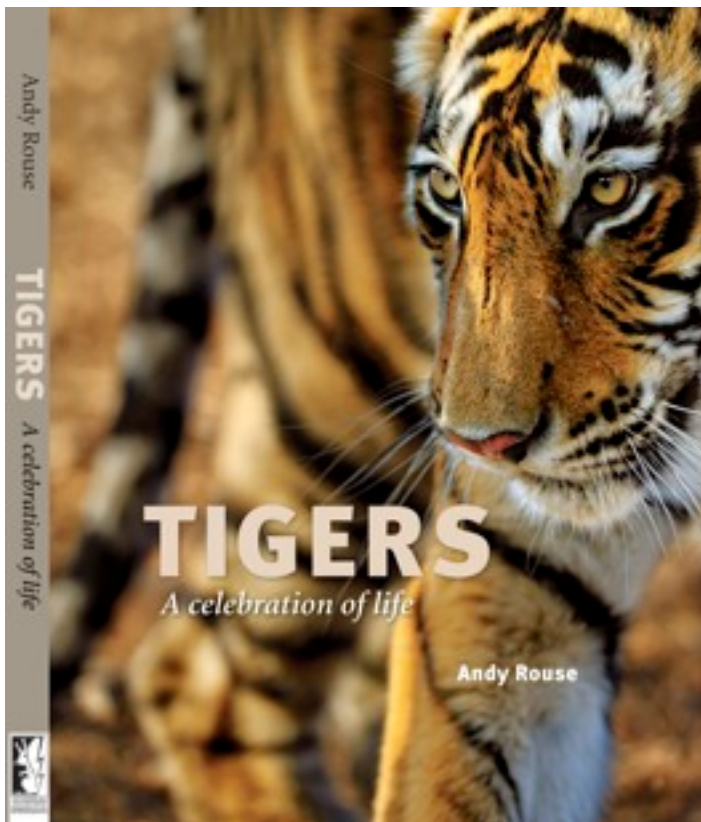
at National Geographic Store in London

25th January 2010 for immediate release

Cardiff based multi award winning professional wildlife photographer and conservationist Andy Rouse has just announced the publication of his latest book. Entitled “Tigers, a Celebration of Life” the book will help to raise funds for tiger conservation in this years International Year of the Tiger. The book will be formally launched on **Saturday 6th February** during a special book signing at the National Geographic Store on Regents Street. The book signing will take place alongside Rouse’s 40 strong exhibition of the same name which showcases his stunning tiger images from around the world.

Andy Rouse says “This new book has been a labour of love as tigers need our help. Their population is now down to a few thousand and I cannot just sit back and watch these magnificent animals fade into the night. The book will donate 25% of its profits to tiger conservation, contains my best tiger images to date and is written to be educational and inspirational as well as deeply personal. I’ve also

had amazing help from many quarters, including a foreword by BBC Naturalist Mark Carwardine and two superb conservation essays from the Zoological Society of London’s tiger expert, Sarah Christie. There is also a section on tourism too and gives some practical suggestions how you can make a difference to the future of this amazing cat”.



The signing will take place on **Saturday 6th February** in the main exhibition gallery at the store and on sale will be open edition prints from the exhibition too. Andy Rouse will attend the exhibition from 11am until 5pm with the book signing taking place from noon. Rouse adds “Stocks are limited as we only have 200 advance copies of the book so come early for your signed copy”.

Andy Rouse says “The tiger is a worldwide and instantly-recognisable icon that signifies power, good luck and courage. In the worlds of fashion, entertainment and education, the image of the tiger is used more than any other animal on this planet today. From an early age we learn about the tiger and we are exposed to it in different ways throughout our lives. So how we could have let such an iconic emblem of nature get to such a sorry state of affairs, where the very future of the species hangs in the balance? There are now fewer than 4,500 tigers left in the wild and with each non-natural death we are losing the fight to save the tiger. It is time to do something about this situation. Tigers need our help and I cannot just sit back and watch these magnificent animals fade into the night. Tigers are special to me and have given me some of the most rewarding wildlife encounters of my life. Seeing a wild tiger always takes my breath away; afterwards I feel vibrant and alive. An image of a tiger was my first commercial sale and my company emblem is an Amur tiger. Yes, I admit it, I *love* tigers. And that is my hope for this exhibition and book that we can connect the general public to the tiger, to appreciate its awesome power, its timeless beauty and value to us in society. I want to get more people to love tigers and to realise what we can do for their conservation. That is why I am happy to donate at least 25% of the book profits to tiger organisations like the Zoological Society of London’s 21st Century Tiger initiative. Only then can we hope to save the tiger and I do not wish to ever live on a planet where the only tigers are found in a museum, that would be my worst nightmare”.

For up to date news on the exhibition please check out the Andy Rouse Wildlife Photography Fan Site on Facebook - the link is www.facebook.com/andyrousephoto

The London exhibition runs from February 1st to February 28th 2010. The National Geographic Store is located at 83 - 97, Regent Street, London, W1B 4EW. It is a 2 minute walk from Piccadilly Circus tube. Opening hours are Mon-Sat 10am- 8pm, Thursday 10am - 9pm and Sunday 12 noon - 6pm. For further details simply check out the website www.nglondonstore.co.uk.

- Release Ends -

Notes

- 1) For all press enquiries or if you would like to host an evening at the store please contact Andy Rouse - andyrouse@me.com or Jenny Frid - jenny.frid@worldwideretailstore.com
- 2) Open edition prints, posters and other merchandise will be available from each store. Limited edition prints from the exhibition will be available from www.arwpstore.com
- 3) The book will be formally launched at the end of February and further book signings are planned at Focus on Imaging in March.
- 4) Andy Rouse turned professional in July 1999 after a successful career as an IT consultant. Since then he has appeared in his own TV series Wildlife Photographer, made numerous other appearances on TV (including the National Geographic Channel), won 7 BBC Awards in 5 years, 3 Nature’s Best awards and 3 European Wildlife Photographer of the Year awards. His iconic images continue to sell worldwide and he has lectured far and wide to thousands of photographers and naturalists. As a serious conservationist Rouse has started his own conservation fund in partnership with Paramo Directional Clothing Systems that makes donations from their own profits. In 2010 he has a 10th anniversary show tour visiting many venues around the UK.

