



## **'PARABOT' – AFRICA'S LARGEST SUPER HERO ROBOT JOINS THE RHINO FIGHT**

**Pretoria, 17 September 2014** – What stands nearly ten meters tall, weighs a tonne, has the body of a legendary armoured vehicle and is on a mission to raise awareness of Africa's endangered wildlife?

The answer... #Parabot, Africa's largest super hero robot developed to showcase Africa's defence technologies and raise awareness of the plight of Africa's threatened wildlife populations.

Towering over Africa's largest defence and aerospace exhibition, Africa Aerospace and Defence 2014 (AAD) at Waterkloof Air force Base in Centurion, #Parabot is a big statement from Africa's largest privately-owned defence and aerospace company, Paramount Group, to raise awareness of the role that the defence industry can play in fighting poaching through the provision of technologies, equipment and training.

To develop and promote #Parabot, Paramount Group has partnered with the Ichikowitz Family Foundation, a charitable foundation leading efforts to find new and innovative ways to support national parks in South Africa and other African countries in their fights against poaching.

Eric Ichikowitz, Marketing Director of Paramount Group said: "AAD is one of the largest exhibitions in Africa with tens of thousands of visitors from the general public. On 22 September it is World Rhino Day so what better time and place to raise awareness of the plight of Africa's endangered wildlife.

"We have built #Parabot to stand here as a symbol of resistance, a symbol of the fight back, and as a message to the criminal gangs who are behind the slaughter that we will not give up on Africa's wildlife heritage. The defence industry is in a unique position to strengthen conservation efforts. We have technologies and equipment that are making a real difference."

Over the last two years the Paramount Group has committed its resources to supporting conservation efforts through the provision of aerial platforms, combat training programmes for park rangers and more recently the establishment of South Africa's largest K9 facility that trains detection and ranger dogs for anti-poaching patrols.

In the shadow of #Parabot, the Group is showcasing some of its anti-poaching initiatives including the K9 school, and a mobile anti-poaching command and control centre that demonstrates the coordination of forces on land and in the air that are involved in fighting poaching.

Ichikowitz added: "Paramount Group is a key supporter of the AAD Youth Development Programme and we will invite schoolchildren visiting the show to make a pledge to rhino conservation by covering our Mbombe armoured vehicle with their handprints. "

#### **#Parabot – the stats**

- Parabot's concept and design is based on Paramount's Group largest armoured vehicle, the Mbombe 6
- Weight: 1 tonne
- Height: 9.7m
- Hours to build: 600 man hours
- Built by: CFX, a famous Film Effects and Fabrication Company based in Cape Town
- Mission: Raise awareness and protect Africa's wildlife from poaching

#### **Rhino stats**

According to the Department of Environmental Affairs:

- 769 rhinos have already been poached in 2014
- 227 arrests associated with rhino poachings have been made in 2014
- The Kruger National Park continues to bear the brunt of rhino poaching in South Africa, having lost 489 rhinos so far this year.
- A total of 103 rhinos have been poached in Limpopo, 65 in KwaZulu-Natal, 47 in North West and 43 in Limpopo.

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#### **Paramount Group**

Paramount Group is Africa's largest privately-owned defence and aerospace business. It is a leader in defence and security innovation and is a trusted partner to sovereign governments around the world, providing ground-breaking products, services and consultancy, including support for peacekeeping missions. Please visit [www.paramountgroup.biz](http://www.paramountgroup.biz) for more information and follow us on [Twitter](#).

#### **Ichikowitz Family Foundation**

Ichikowitz Family Foundation is founded upon the belief that Africa's potential can be unlocked through education, the respect for human rights, a better understanding of Africa's dynamic history and the conservation of its rich biodiversity. In terms of environmental programmes, the Ichikowitz Family Foundation works to promote personal, communal, and corporate best practice in matters affecting the environment, including the sustainable utilisation of natural resources, supporting research and development of alternative sources of energy, protection and development of water supply and conservation of Africa's unique biodiversity.

Ichikowitz Family Foundation initiates, funds and runs its own projects.

Please visit [www.itchikowitzfoundation.com](http://www.itchikowitzfoundation.com) for further information

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