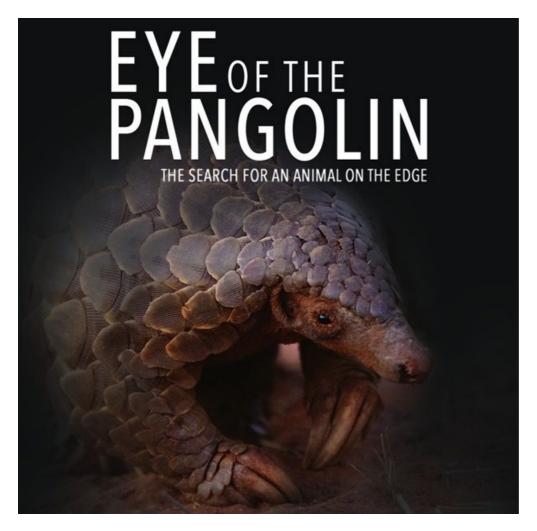


## Eye of the Pangolin to premiere on Endangered Species Day

Eye of the Pangolin, a new documentary about the most trafficked mammal on earth, will premiere on Friday, 17 May, Endangered Species Day, and will be available online for free worldwide viewing from Saturday, 18 May. Pangolin.Africa, an NPO dedicated to the conservation of pangolins and a major partner in the production of the film, is taking a unique approach to distribution of the film in an attempt to make this the most watched wildlife documentary ever.



Pangolin.Africa is utilising streaming services, as opposed to more traditional channels, for global distribution thus harnessing the power and popularity of YouTube to take the film to the world.

Says, Toby Jermyn, director of Pangolin.Africa, "We are fortunate to have secured funding for production of the film so we don't have to sell it on to networks to recoup costs. As we are not tied to a distributor we're able to make it freely available as an open source film, allowing us to reach the greatest possible number of viewers in the shortest possible time. The widespread accessibility of the internet – even in remote areas - means fewer barriers to entry for viewers than if we were to screen the film in cinemas. Currently the most watched wildlife documentary on YouTube has around 10 million views and we are determined to exceed this."

Pangolin.Africa's participation in the production of the film aligns strongly with one of the primary aims of the NGO which is to highlight the plight of the four African pangolin species. To ensure the greatest impact of the film the organisation will be translating Eye of the Pangolin into a number of African languages and will take the film to rural schools and other educational establishments in high poaching areas across the continent through an intensive screening campaign.

## On edge of extinction

