

ANDY ROUSE & PÁRAMO SET TO SUPPORT BRITISH WILDLIFE

The Aspira Fund, launched in 2006 by international wildlife photographer, Andy Rouse and Páramo Directional Clothing Systems, has named the three beneficiaries from this year's donations:

- Black Grouse through The Game and Wildlife Conservation Trust
- The Glaslyn Ospreys through RSPB Cymru
- Little Owls through Emily Joachim's work as a PhD student at Reading University.

All three projects are working to research and improve the survival of bird species in wild environments within the UK that are under threat.



The Aspira Fund is the outcome of a partnership between Andy Rouse, renowned wildlife photographer and Páramo Directional Clothing Systems. Impressed with the Páramo range of garments that he uses when photographing in extreme environments, Andy and Páramo created a limited edition 'Andy Rouse Wildlife Photography' range. Proceeds from sales of ARWP garments go straight into the Aspira Fund, enhanced by a contribution from events and sales of other Andy Rouse merchandise – books, prints and calendars.

The 2010 Aspira Fund recipients are all projects working to support endangered British birds:

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1. **Black Grouse – The Game and Wildlife Conservation Trust** works actively in Northern England where breeding productivity of Black Grouse is poor. Black Grouse typically nest and rear chicks in rough grassland habitats on the fringes of heather moorland, now under threat due to intensive grazing. The Aspira Fund donation will be used to identify suitable sites for eared willow scrub, assess its viability as a habitat, draw up appropriate plans and cover planting costs as well as recording Black Grouse numbers.
2. **The Glaslyn Ospreys – RSPB Cymru** has been monitoring a pair of Ospreys which have returned to nest since 2004 in the Glaslyn Valley - the only successful breeding pair in Wales. For their safety a twenty-four hour protection scheme has been established from the day that the ospreys return until the eggs are hatched. The Aspira Fund will pay for a full year's rent of the land.
3. **Little Owl** - as a result of agricultural intensification in Britain, a decline in food sources has caused the decline of this beautiful bird. The Aspira Fund initially assisted **Emily Joachim** purchase data logger kits to record times and dates of Little Owl nest attendance so that foraging behaviour and survival rates of the species can be monitored to help halt the Little Owl's decline. A further donation just granted will help with the purchase of more vital equipment.

Previously the fund has provided wells for Tigers in India's Ranthambore National Park, cameras to record mammals in Capercaillie forests in Scotland, and helping provide a new centre for Rwandan orphans with rYico. The Aspira Fund is an initiative that Andy Rouse is passionate about...

"As a professional wildlife photographer, I'm privileged to have visited some of the most exciting natural places in the world and witnessed some of the most miraculous wonders of nature. However, it's also opened my eyes to the dangers the world's wildlife is currently facing and highlighted the determination of those in the conservation and environmental fields to do something about it. My work depends on the vital work of such organizations and it is my pleasure to work with Páramo to give a little back. The Aspira Fund will do just that – it will assist in the active, on-the-ground work of people dedicating their lives to ensuring that we all continue to enjoy the natural world in the ways we may currently take for granted."

Notes to editors

1. For more information on any of the above and for images please contact Páramo marketing department by telephone on 00 44 (0)1892 786447 or email catherine.whitehead@paramo.co.uk.
2. For information on the Aspira Fund, visit www.aspirafund.co.uk – this gives details of the Fund and the limited edition Andy Rouse Wildlife Photography range of Páramo garments.
3. This range is manufactured ethically in Bogotá, Colombia by the Miquelina Foundation. Through this partnership, all sales benefit not only the Aspira Fund but 'at risk' women and children in South America.