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OUT OF AFRICA WELCOMES ENDANGERED WHITE RHINO

BOOM BOOM

Camp Verde, AZ Dean and Prayeri Harrison, founders and owners of Out of Africa Wildlife Park, announced today that the Park has acquired a 4,500 pound white rhinoceros (*Ceratotherium simum*) named Boom Boom. Formerly owned by the Catskill Game Farm in New York State, Boom Boom was auctioned to the highest bidder, along with 1,000 other animals, when the game farm went out of business. Boom Boom's new owner was a purported game hunter from Texas where "canned" hunts are legal. Canned hunting is the killing of an animal in an enclosure to obtain a trophy.

Teamed with a coalition of locals and animal activists, Marc Ecko, of New York City, negotiated the rescue and repurchase of the rhino, paying twice the amount of the winning bid. Ecko is the founder of the world famous rhino-branded apparel line, *ecko unltd., and a staunch supporter of rhino relief.

Ecko then placed Boom Boom on permanent loan to Out of Africa and paid for the cost of his shipping in return for lifelong sanctuary for the beast, a member of the few remaining species of megafaunas in the world.

Rhinos are endangered creatures and have been protected by the CITES treaty since 1970. However, poachers who use their horns in medicines, ornamental items, and aphrodisiacs, as well as big game trophy hunters, continue to diminish their numbers.

The cross-country tractor-trailer trip from the Catskills to Camp Verde, Arizona took four days and when Boom Boom finally arrived at Out of Africa, he had a full welcoming committee.

“We were all there to greet him,” said Dean Harrison. “The whole staff came out and the other animals came right over to have a look at their new friend. Everyone is quite interested in him, including the lions. He doesn’t have anything to worry about though. He’s much too big to be bothered.”

“Boom Boom is already accepting visitors,” said Harrison. “He arrived with a good appetite, consuming more than 25 pounds of grain per day, along with bales of hay, and mineral blocks to keep him healthy. He’s spending his first few weeks with us in the rhino resort that we’ve built for him. He’ll then transition to a spacious new exhibit called Serengeti West that we’ve constructed just for him.”

Out of Africa Wildlife Park was founded in 1988 by Dean and Prayeri Harrison and is home to over 400 animals who occupy a 104-acre preserve located in Camp Verde, AZ. The Park was created for wild animals to live in a setting simulating their native environment. The animals enjoy natural, spacious habitats and share unique relationships with their caregivers. The founders of the Park have developed unique features and fun ways in which the public can share in one-of-a-kind wildlife experiences: the Serengeti Safari, the Wildlife Preserve, the Giant Snake Show, and the Predator Feed.

The Serengeti Safari is an authentic African photo safari, narrated by expert guides where visitors encounter giraffe, zebra, wildebeest, ostrich, and other hooved animals.

In the **Wilderness Preserve** the Park guides provide educational tours on trams and trolleys. Visitors may also take their time and walk the Preserve. Animal habitats in the Wildlife Preserve feature photo platforms with unobstructed views for photographing the predators.

The **Predator Feed** is not to be missed. On Wednesdays, Fridays and Sundays at 3 p.m. follow animal caretakers as they feed 800 pounds of raw meat to eagerly waiting carnivores.

The Giant Snake Show happens on Thursdays and Saturdays at 3 p.m. and features an anaconda, python, and a boa constrictor.

Out of Africa Wildlife Park hours of operation are Wednesdays through Sundays from 9:30 a.m. to 5 p.m. Ticket sales close at 4 p.m. The Park is closed on Mondays and Tuesdays, except on major holidays. Out of Africa will be closed on Thanksgiving Day and Christmas Day but opened every day from December 26th to January 7, 2007.

For more information, visit www.outofafricapark.com or call 928.567.2840.

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