

Avis sponsors birdwatcher's car

Ernst Retief, the BirdLife South Africa's regional conservation manager in Gauteng/North West will drive a sponsored air-conditioned VW Polo hatchback for a year, courtesy of Avis Rent a Car.



Ernst Retief, Regional Conservation
Manager BLSA, Mark Anderson CEO
BLSA, Christa Smit, Sustainability
Manager Avis Rent a Car.

"Birds frequently pass under the radar of our conservation awareness," comments chief executive of Avis, Wayne Duvenage. "We tend to take birdlife for granted and subconsciously expect that they will always populate our skies and bush, but the truth is that we are encroaching on their habitat in countless ways and many species, both resident and migratory, are already being threatened."

Retief will be using his car for his activities, including assessing important bird areas in Gauteng and North West provinces, attending meetings and workshops with bird clubs, arranging bird monitoring outings, visiting birder friendly accommodation establishments, birding routes and travelling to schools to give talks to raise awareness of the importance of birds.

"This is invaluable in helping me perform my work effectively," comments Retief. "Extensive travel is an inescapable part of my daily life, since many of the areas I visit tend to be quite remote from one another. Being able to depend on a reliable vehicle makes a significant difference in covering these demanding distances."

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