

TomTom teams up with StopRhinoPoaching.com in fundraising initiative

TomTom has announced that it will donate a percentage of GO5000 sales to StopRhinoPoaching.com, a non-profit organisation committed to the protection and conservation of South Africa's rhino population.



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With over 5,000 known cases of rhino deaths in the last eight years, and an estimated 915 rhinos killed in 2016 alone, StopRhinoPoaching.com works to ensure the safety of South Africa's rhino population and the rangers responsible for protecting them.

"We are proud to be working alongside an organisation that is dedicated to saving the rhinos and making a difference in South Africa," says John Reiche, key account manager for TomTom Drive. "TomTom promotes action and would like to encourage people to support the preservation of South Africa's wildlife through this campaign."

TomTom will donate R100 towards saving the rhinos for each TomTom Adventure bundle sold. The bundle consists of a GO5000 Live Traffic device with a carry case, a limited edition camping guide and set of playing cards, as well as an official Stop Rhino Poaching car sticker.

For more, visit: <https://www.bizcommunity.com>