

Local celebrities support rhino orphan campaign #Rhinos1st

The Rhino Orphanage 'Post Your Selfie & Win' competition has gotten off to a great start with South African cricket legend Mark Boucher, SABC presenter Leanne Manas, Deputy Tourism Minister Tokozile Xasa and many others celebrities showing their support by posting selfies to enter.

Spearheaded by First Car Rental in partnership with Nissan South Africa, Lafarge South Africa, New Holland (Agri), Legend Golf & Safari Resort and Graffiti, the competition aims to raise awareness of The Rhino Orphanage, the world's first non-profit organisation dedicated to caring for and rehabilitating of baby rhino affected by the devastating impact of illegal rhino horn trading in South Africa.



Combined Motor Holdings (CMH) and First Car Rental's launched the competition at Meetings Africa in Johannesburg on 24 February 2014. "CMH and First Car Rental are active participants in the ongoing campaign to protect our rhinos," says Jebb McIntosh, CMH's CEO. "Last year our Rhino First project contributed R31,020 to the Wildlands Conservation Trust, which is intimately involved with rhino protection, while lately the group has supported the Rhino Orphanage in their efforts to care for baby rhino.

"The welfare of rhino in South Africa has always been close to the hearts of everyone in the CMH group, and it makes us proud and also is immensely gratifying to see the fantastic support - also from local celebrities -for our Rhino Orphanage charity campaign."

How it works



To stand a chance of winning one of two holidays to the value of R20,000 each, competition entrants need to find one of the four specially wrapped Rhino Orphanage Nissan Jukes, sponsored by Nissan South Africa for the 12-month duration of the competition.

During this time, the vehicles, wrapped to look like a mom rhino with a baby, can be found at different locations all over the country. To enter people must take a selfie with the car, post it either to their Facebook, Twitter or Google+ accounts and tag it with #Rhinos1st.

One of the specially wrapped Jukes can be found at the Legend Golf & Safari Resort in Limpopo province where The Rhino Orphanage is located. The Juke will remain there until the competition closes at the end of November.

The other Rhino Orphanage Nissan Jukes will be driven by First Car Rental staff as well as South African singing sensation and Idols SA winner Heinz Winckler and pro golfer and First Car Rental ambassador Lee-Anne Pace.

The Rhino Orphanage Nissan Jukes will be on display at selected events around the country, as listed on the First Car Rental website. It can also follow the competition on Facebook (@RhinoOrphanage or @FirstCarRental) or twitter.

Taking the reach to over 620,000 via social media so far

So far, the campaign has attracted good support, not only from South African celebrities and sports stars, but also from the public. Hundreds of selfies have already been entered, exposing the campaign to all the followers, fans and friends of each and every person's selfie taken - taking the reach to over 620,000 via social media so far.

Meanwhile the Rhino Orphanage Nissan Juke was exhibited at The Cape Getaway Show at Lourensford Wine Estate in Somerset West in March and at Joburg's famous Rand Show, which took place at the Johannesburg Expo Centre in April.

The Juke was also featured at Indaba 2014, Africa's top travel exhibition, at the Durban ICC and also spotted at The Duke of Edinburgh Championship, South Africa's most prestigious amateur golf competition, in Johannesburg.

At the beginning of June the Juke journeyed into the heart of the Cape Winelands as a main feature of the KykNET Wacky Wine Weekend, and next month it will be displayed at the International Boat & Lifestyle Show at the Durban Marina from 18 to 20 July.

On the same weekend another Rhino Juke will be displayed in Midrand at the World of Dog and Cats Expo at Gallagher Estate.

To participate in this competition, take a selfie with one of the branded Nissan Jukes, share it on social media, and tag #rhinos1st. Follow First Car Rental on Twitter and Facebook to keep up to date with the 'Post Your Selfie & Win' competition and also to find out where the Rhino Orphanage Nissan Jukes will be appearing next.

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