



FOREVERMARK PARTNERS WITH TUSK TO SUPPORT THE TUSK RHINO TRAIL

London, 20th August, 2018 – Forevermark, the diamond brand of De Beers Group, is supporting the Tusk Rhino Trail, a central London wide art installation run by UK registered charity, Tusk, that aims to raise awareness of the critical threat facing the black and white rhino population in sub-Saharan Africa.

To celebrate this magnificent animal and raise vital funds to ensure the continued conservation of rhinos and their fellow African species, the Tusk Rhino Trail is supported by an invited list of internationally respected and collected artists and designers who have specially designed, decorated and embellished 21 rhino sculptures.

For the Forevermark supported Rhino Sculpture, Forevermark has partnered with contemporary British Artist Dave White, who dedicates his work to celebrating popular culture and interpreting emotive issues. Of his rhino design, which he has titled *Fragile*, Dave White says, “Reflecting a realistic vision from a distance, with an abstraction of expressive paint marks upon closer viewing, my work represents the fragile balance of order and chaos in the natural world and the impact that we are having on our environment. I hope that by inspiring generations of all ages with this project, it will be one small positive step to support Tusk in their vital work protecting endangered species.”

Charlie Mayhew, Tusk’s CEO said; “We’re at a crisis point where the threat to rhino from poaching means a very real risk of losing this near prehistoric species forever to extinction. Tusk is incredibly grateful to all the amazing artists, generous sponsors and partners involved in the Tusk Rhino Trail for joining forces with us to work toward a future for rhino and other



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threatened species across Africa. Through the Trail we hope to inspire as many people as possible to join us in the fight.”

Dan Bucknell, Tusk’s Executive Director commented; “We’re delighted to have the generous sponsorship of Forevermark for the Tusk Rhino Trail, which comes as part of their commitment to help protect rhino in the wild and to support our wider conservation work.”

Costantino Papadimitriou, Chief Marketing Officer at Forevermark said, “We are proud to partner with Tusk and Dave White on the Tusk Rhino Trail. The emotional and realistic sensation that White has created with his design perfectly captures the fragility of the rhino’s survival and just how important it is, for each and every one of us, to proactively be a part of protecting one of nature’s treasures. Forevermark is committed to raising awareness around rhino conservation and to supporting partners in shared conservation efforts is a key focus for both De Beers and Forevermark.

“De Beers has been active in the conservation of rhinos for many years and it is our shared belief that all species, including the white and black rhino which are critically endangered, belong to the planet and must be protected for future generations.”

The sculptures will be displayed at a selection of iconic London sites including New Bond Street, Trafalgar Square, Covent Garden and Carnaby Street and will conclude with the celebration of World Rhino Day on September 22nd 2018. The unique artworks will then go to auction in aid of Tusk on October 9th 2018 at an event hosted by leading London auction house, Christies.

De Beers Group has been active in rhino conservation for many years, including conservation, breeding and relocation programmes. One animal under severe threat is the white rhino. Currently, conservation projects implemented by Debswana, a De Beers joint venture with the

Government of Botswana, support a significant proportion of Botswana's white rhino population through initiatives that conserve and grow the population before releasing individual rhinos back into the wild. Supporting The Tusk Rhino Trail, reflects Forevermark's commitment as part of the De Beers Group to the preservation and protection of habitats, their species they support and the wider natural world for future generations.

Diamonds are one of nature's greatest gifts, created over the course of a billion years ago. Forevermark's passion for diamonds is matched by the deep sense of connection with the natural world and our dedication to protecting it for future generations. Forevermark is committed to responsible sourcing which involves tracing each diamond along its journey ensuring strict business, environmental and social standards are met at every step. That is also why, for every hectare of land De Beers Group uses for mining, it dedicates six hectares to conservation of nature. The land it manages for conservation covers around 200,000 hectares and is home to several indigenous and endangered species.

To find out more please visit: www.forevermark.com/Tusk

#Forevermark, #ProtectingForever, #TuskRhinoTrail
@Forevermark, @Tusk_org, @davewhitestudio

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High resolution images of Fragile by Dave White for The Tusk Rhino Trail supported by Forevermark are available to download [here](#).

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Notes to Editors:

ABOUT FOREVERMARK

Every Forevermark diamond undergoes a journey of rigorous selection. Our unique inscription is an assurance that every Forevermark diamond meets the exceptional standards of beauty, rarity and is responsibly sourced.

FOREVERMARK DIAMONDS BEYOND the 4Cs

Forevermark goes beyond the standard 4Cs to select diamonds that are genuine, natural and untreated. Forevermark diamonds are cut and polished by master craftsmen to reveal their ultimate beauty and natural brilliance.

FOREVERMARK DIAMONDS ARE RARE

Less than one percent of the world's diamonds are worthy of the Forevermark inscription.

FOREVERMARK DIAMONDS ARE RESPONSIBLY SOURCED

Each Forevermark diamond is responsibly sourced and embodies our principles of integrity, striving to create opportunities for women and our dedication to protection of the natural world. The inscription is an assurance of the physical integrity of our diamonds throughout their journey, as well as the conscientious integrity with which we run our business.

FOREVERMARK INSCRIPTION & GRADING

Each Forevermark diamond is inscribed with an icon and individual number as an assurance that it has met Forevermark's standards of beauty and rarity and that it is responsibly sourced. The Forevermark inscription is placed on the table facet of a Forevermark diamond. Invisible to the naked eye, the inscription is 1/5000th of a human hair and can only be seen using a special Forevermark viewer available at Authorised Forevermark Jewellers. Authorised Forevermark Jewellers are able to supply a Forevermark Diamond Grading Report to their customers providing an accurate blueprint of the qualities - cut, colour, clarity and caratage - of each Forevermark diamond. Forevermark is the diamond brand from The De Beers Group of Companies and benefits from 130 years of diamond expertise. Forevermark diamonds are carefully selected and come from sources committed to high standards; they are beautifully crafted by a select group of Diamantaires and exclusively available from select Authorised Forevermark Jewellers. For more information and to find your nearest Authorised Forevermark Jeweller go to www.forevermark.com.

ABOUT TUSK

For almost thirty years, Tusk has supported forward-thinking and successful conservation intervention in Africa. From the plains of the Serengeti to the rainforests of the Congo Basin, we're working towards a future in which people and wildlife can thrive across the African continent.

It's an approach that works. Through our partnerships, we continue to witness very significant progress, providing greater protection for over 10 million acres of land and more than 40 different threatened species, while benefitting more than 1,000,000 people.