



NEWS RELEASE

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H.S.H. Princess Marie of Liechtenstein Joins Mara Elephant Project as Global Patron

Princess Marie is solidifying her commitment to Kenyan conservation.

Maasai Mara, Kenya – Princess Marie of Liechtenstein is joining Mara Elephant Project (MEP) as a Global Patron. For over a decade, MEP has focused on protecting elephants and their habitats across the Greater Mara Ecosystem by employing Kenyan conservationists dedicated to protecting wildlife and communities that share their home. In her role as Global Patron, Princess Marie will focus on expanding MEP's brand and influence internationally to bolster the impact of a world-class conservation organization.

It's a natural role for Princess Marie as she leads The Prince of Liechtenstein Winery and focuses on expanding their influence internationally. Marie is bringing her experience in marketing and public relations into her position as Global Patron. She was an original employee of Bismark Media Communications, now BCPM, the premiere fashion PR firm in New York City. She grew up traveling to Kenya with her family after her mother visited Kenya in the 60s and established a home in the Shimba Hills next door to MEP CEO Marc Goss' late father Ted. "I have been travelling to Kenya for many, many years and have forged strong relationships and friendships there. MEP in particular was a conduit for me into a deeper understanding of Kenya, its people and their determination to protect their natural heritage. I am truly honored and willingly accept this patronage. Together with the Trustees and staff, I hope we can have a life-long sustainable impact in the Mara for the communities and the beneficiary of all our work, the elephants," said Marie.

Having grown up as neighbors, Marie and Marc stayed in touch, and Marie's love of elephants and their family connection made this position a natural fit. "I've had the pleasure of calling Marie a friend for many years, and I'm proud to now be introducing her as MEP's Global Patron. Marie's passion for Kenya and conservation will be a huge asset to the organization," said Marc.

Mara Elephant Project is thrilled to add Marie's passion and talents to the organization. Marie will join other notable women at MEP including Chairwoman Beatrice Karanja. "Everyone at MEP is exceptionally honored that Princess Marie will be joining us as our esteemed Patron. Marie's wealth of experience in business and philanthropy will be invaluable to our aspirations and goals in protecting Mara's elephants, greater ecosystems and more importantly in creating sustainable human-wildlife co-existence models. Her passion for Kenya, the people and our wildlife runs deep and we couldn't think of a better ambassador for MEP," said Beatrice.

Princess Marie and her husband Prince Constantin have three children and they split their time between Austria, Kenya and Liechtenstein.

About MEP

In 2021, Mara Elephant Project (MEP) celebrated a decade of protecting elephants and their habitats across the Greater Mara Ecosystem (GME). MEP focuses on increasing four key pillars of protection: elephants, habitats, communities and connectivity. Our approach is to Monitor, Evaluate & Protect, or the "MEP" Method. MEP deploys innovative techniques and technologies to monitor our four pillars of protection. MEP builds bespoke technologies that evaluate conservation data and produce actionable outputs to influence policy, landscape planning and deployment of resources. MEP deploys Kenyan rangers and researchers to protect our four pillars. MEP's vision is to see a stable elephant population co-existing peacefully with people across the Greater Mara Ecosystem. Our organization values collaboration, diversity, transparency and investment in local resources. Learn more, www.maraelephantproject.org.

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