



New Interactive Studio Is Here "For Good"

News release

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For Immediate Release

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Flint Sky interactive is a small, dedicated team of individuals based in Cape Town, South Africa. Partners Athol Moulton and Di Botha have pooled their skills and experience in the communication, design and advertising industries to focus on creating innovative projects that can change the way the world thinks about and responds to environmental and sustainability issues. Because innovation is key to every project, Flint Sky believes strongly in collaborating on projects - with NGO's, the corporate sector as well as other communication agencies and like-minded creative professionals who identify with the Flint Sky vision.

Every project is underwritten by doing good. Flint Sky believes in the power of humanity to do good and strives to create platforms that make this process simpler, more engaging, and show people how little it takes for a collective effort to make a significant difference.

More recently the company has delivered projects that range from creating an alternative to the production of single-use plastic bags, uplifting young people from emerging communities through education to creating global awareness to the cause of saving Africa's rhino population.

The company's longest running project tackles the South African retail sector's output of single-use plastic bags head on, through the design and manufacture of re-usable shopping bags in a local community enterprise. In collaboration with national retail chain Woolworths, alternating themes reflected on the recyclable bags address topical issues such as sustaining the biodiversity of the Cape's floral kingdom, re-cycling and up-cycling of PET plastics, and consumer advice on selecting sustainable fish varieties. A premium on the regular price of selected wildlife theme bags has proved highly successful in raising over R1.5 million for rhino conservation projects and a further R1.2 million for cheetah, wild dog and vulture projects.

Southern Africa's pressing need to uplift its vast, uneducated youth brought focus to the need for a CSI platform with an education base. 'Lightwarriors' is a mentorship program for talented young photographers who lack the benefit of a 1st world education. Through collaborating with the corporate sector, 'Lightwarriors' has attracted scholarships from African investment bank Imara Holdings, for two students - Teddy Sambu attends the Cape Town School of Photography, while Leticia Makhura is enrolled to study a degree course in Sustainable Tourism Management at the University of Gaborone in Botswana.

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In the face of the heightening scourge of rhino poaching in South Africa, the company has completed development on a mobile game that delivers anti-poaching messaging and facts about rhinos. The rise of the global phenomena of mobile gaming provides the ideal platform to reach an audience of close to a billion gamers. Within this audience the game has the ability to influence current and future generations of people around the world whose exposure to the problem to date has been non-existent. Of particular importance is reaching the East Asian markets where both mobile gaming and the rhino horn market are huge. The purchase of the app provides financial support of WWF's rhino projects and counter poaching initiatives.

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For more information, please visit www.flintsky.com
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50/50 Nature show feature on Bags for Good

<http://www.youtube.com/watch?v=kuQNI2H0UMU>

Woolworths Taste Magazine article

<http://www.tastemag.co.za/Puttingback-399/Save-the-rhino-with-TASTE-and-Woolies.aspx>

Flint Sky Interactive Rhino Raid Game Page

www.rhinoraid.org