



Flint Sky Interactive Release WWF Rhino Raid Mobile Game To Combat Poaching

News release

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For Immediate Release

Flint Sky Interactive Release 'WWF Rhino Raid' mobile game to combat poaching

It's about the most Rad-ical rhino to run across your screen - ever! WWF Rhino Raid is an exciting sidescrolling runner that tells the story of Rad the Rhino and his quest to save his species by outwitting the poachers.

In the face of the heightening scourge of rhino poaching in South Africa, Flint Sky Interactive and WWF South Africa have just completed development on a mobile game that delivers anti-poaching messaging and facts about rhinos.

The purchase of the gaming app for US\$1.99 provides financial support of WWF's rhino projects and counter poaching initiatives. Gameplay integrates messaging on facts around rhinos while debunking myths behind the consumption of rhino horn. Players also learn more about the supply chain that's feeding the demand for rhino horn.

Created, designed and directed by Flint Sky's Athol Moul, internationally renowned illustrator Kris 'Kronk' Hewitt and musician Markus Wormstorm also lent their considerable talents to the game's character design and music respectively. Developed by Tasty Poison Games for both Android and Apple's iOS platforms and will be available globally from late April on the iTunes, Google Play and Samsung App Stores.

Says Athol Moul, *"This all-South African team has delivered a first-class game, one that is a fantastic mix of art, design, music and action, all the while fighting for a great cause both on and off the screen"*.

The global rise of mobile gaming provides the ideal platform to reach an audience of millions. Within this audience the game has the ability to influence current and future generations of people around the world, whose exposure to the rhino poaching problem to date has been non-existent. Of particular importance is reaching the Asian markets where both mobile gaming and the rhino horn market are huge.

About Flint Sky Interactive

Flint Sky interactive is a small, dedicated team of individuals based in Cape Town, South Africa. Partners Athol Moul 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.

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info@flintsky.com / www.flintsky.com / Reg No. 2012/094373/07 / Directors: D K Botha, A B Moul, G J H Veysey

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About WWF

WWF is one of the world's largest and most respected independent conservation organisations, with almost 5 million supporters and a global network active in over 100 countries. WWF's mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

About WWF South Africa

WWF South Africa is a national office that is part of the WWF network. We are a local NGO that for more than 40 years has worked towards the aim of inspiring all South Africans to live in harmony with nature, for the benefit of our country and the well-being of all our people. WWF stands for the World Wide Fund for Nature

See www.wwf.org.za for more information

Follow WWF on twitter <http://twitter.com/WWFSouthAfrica>

Join our Facebook page <http://facebook.com/WWFSA>

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WWF Rhino Raid Web presence: www.rhinoraid.org

www.facebook.com/PlayRhinoRaid

www.twitter.com/PlayRhinoRaid

Search Apple iTunes App store for the iOS version of the game or Google Play and the Samsung Apps store for the Android versions of the game.

iTunes South Africa app store link

<https://itunes.apple.com/us/app/wwf-rhino-raid-sa/id616566248?ls=1&mt=8>

iTunes app store link

<https://itunes.apple.com/us/app/wwf-rhino-raid/id603031304?ls=1&mt=8>

Google Play link for Android

https://play.google.com/store/apps/details?id=za.co.flintsky.rhinoraid&feature=search_result?t=W251bGwsMSwyLDEsInphLmNvLmZsaW50c2t5LnJoaW5vcmlpZCJd

Video Trailer: <http://vimeo.com/64057690>

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