

# Intrepid Wild Tiger duo plan road trip for tiger conservation

Two spirited Indians working in the duty free industry are set to embark on an epic 25,000km road trip, all in the name of tigers.

Gautom Menon, Founder of Wild Tiger Rum in aid of the Wild Tiger Foundation, describes the Roar Trip as “an epic journey of a lifetime from Kerala in the south of India to Cannes, France across 25 countries in 65 days, to spread awareness and raise funds for tiger conservation.”

Aiming to raise at least US\$100,000 for the worthy cause, Menon explained: "At the turn of the 19th century, 100,000 wild tigers roamed the planet. Today that figure is less than 4,000; it's time we did something to avoid the ignominy of being the generation that witnessed the wild cat go extinct."

Menon and creative designer Paul George will make pit stops across numerous tiger reserves in Asia and duty free shops across Asia and Europe, spreading awareness about tiger conservation, the duty free industry and responsible drinking.

The Roar Trip begins July 29 on International Tiger Day and will end in Cannes at the start of the annual TFWA World Exhibition in October.

On the journey, the Roar Trip crew will be hosted by Indian diplomats and Indian embassies in various capital cities. Press conferences, and interviews with local radio and TV stations are being organized. In addition, meetings will be held with local wildlife enthusiasts, conservationists and friends from the duty free industry.

The Roar Trip will sell associated merchandise, including T-shirts, hoodies, phone covers, and caps, with proceeds going to the Wild Tiger Foundation. Merchandise can also be purchased through the online Roar Store ([www.roartrip.in/roarstore](http://www.roartrip.in/roarstore)).

**WILD TIGER**

AN AWARENESS DRIVE FOR TIGER CONSERVATION - **The Roar Trip** - KERALA TO CANNES 2013 - An Initiative Powered by Wild Tiger Rum, India

**25 COUNTRIES**  
**25,000 KMS**  
**65 DAYS**

START FINISH

- INDIA
- BURMA
- THAILAND
- LAOS
- CHINA
- KYRGYZSTAN
- KAZAKHSTAN
- RUSSIA
- ESTONIA
- LATVIA
- LITHUANIA
- POLAND
- UKRAINE
- ROMANIA
- HUNGARY
- SLOVANIA
- AUSTRIA
- CZECH
- GERMANY
- NETHERLANDS
- BELGIUM
- LUXEMBOURG
- SWITZERLAND
- ITALY
- FRANCE

**WILD TIGER FOUNDATION**  
**W.T.F.**  
ROAR FOR OUR TIGERS

#RoarTrip  
#KeralaToCannes  
#RoarForOurTigers

The Roar Trip begins in Kerala on International Tiger Day (July 29) and ends in Cannes at the TFWA World Exhibition in October

Menon says the Roar Trip is not just a proactive initiative for tiger conservation, but also a reactive one. Funds raised will go towards equipping the “unsung heroes” of wildlife conservation: the anti-poaching watchers and forest guards of Parambikulam Tiger Reserve in Kerala and Sathyamangalam Tiger Reserve in Tamil Nadu.

You can follow the Roar Trip thanks to drone footage, images of the day, blogs and videos captured by the duo on their YouTube channel [www.youtube.com/roartrip](http://www.youtube.com/roartrip) and social media handle #RoarTrip.

To learn more or donate, visit [www.roartrip.in](http://www.roartrip.in). For sponsorship and branding opportunities, contact [gautom@wildtiger.in](mailto:gautom@wildtiger.in)