

# PARTNERS



## BIG CATS INITIATIVE



**The National Geographic Big Cats Initiative** addresses the serious challenges facing the world's rapidly falling population of lions, tigers, cheetahs, leopards and other large felines. Shrinking habitat, disease, poaching, and big-game hunting are just some of the factors contributing to the

population dive.

The Big Cats Initiative will raise public awareness globally about the population crisis facing lions and other big cat predators, deploy grants to support on-ground education and prevention work, and fund the development of sustainable solutions to this wildlife crisis.

The National Geographic Society is one of the world's largest nonprofit scientific and educational organizations, serving the global public and leaders around the world across every industry and community. Founded in 1888, the mission of the Society is "to inspire people to care about the planet." Since its founding, the Society has funded more than 9,000 scientific research, conservation, and exploration projects around the globe. National Geographic Mission Programs is the core group that supports critical expeditions and scientific fieldwork, advances geography education, promotes natural and cultural conservation, and inspires audiences through vibrant exhibits and live events. Without the work funded by Mission Programs, many of the eye-opening stories shared through National Geographic magazine and the Society's other global media outlets would not be possible.

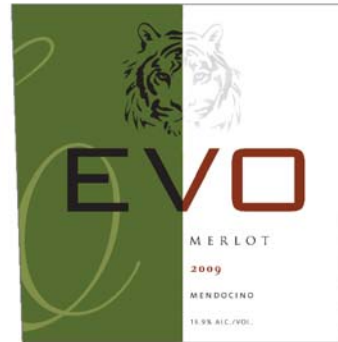


For more information on the Big Cats Initiative, please visit [www.nationalgeographic.com/bigcats](http://www.nationalgeographic.com/bigcats). To find out how you can help this and other National Geographic Mission Programs, please visit [www.nationalgeographic.com/donate](http://www.nationalgeographic.com/donate).



**WineShop At Home** is pleased to support the National Geographic Society through its corporate giving partnership. For each bottle of WineShop At Home's EVO wine brand – purchased at a Wine Tasting, or from a Wine Consultant's personal website – WineShop At Home will donate \$1.00 to the National Geographic Society (With a guaranteed contribution of \$25,000).

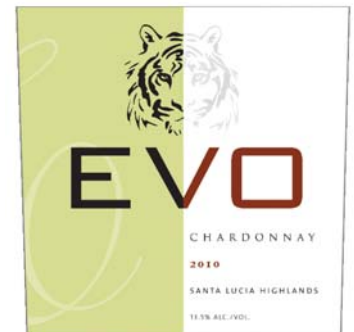
### About EVO Wines:



EVO is an exclusive, artisan wine brand created by WineShop At Home. The EVO labels are designed to celebrate nature and raise awareness of important ecological issues. Each label addresses a key issue facing our planet. These two wine releases, the EVO Merlot &

Chardonnay highlight the tiger. This beautiful creature is shown in half-profile, with one side of the face barely visible, communicating that a species, without our help, will fade quickly from view. Donated funds will be used to address these challenges and to help protect our natural environment.

EVO wines are part of WineShop At Home's mission to be a responsible corporate citizen of the world. We strive to develop ways for our wines to not only be enjoyed but to help make the world a better place for us and our children.



For more information on WineShop At Home and our handcrafted, artisan brands contact your Wine Consultant today or go to [www.wineshopathome.com](http://www.wineshopathome.com)