

Press release June 22, 2010

World premiere in Orsa today

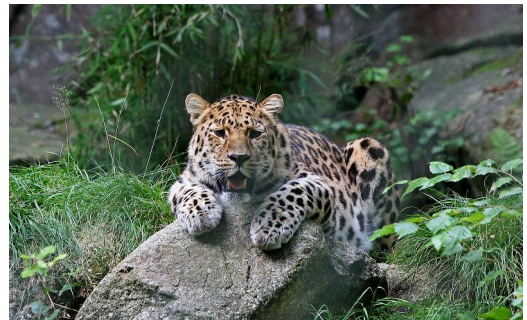
Europe

opens in Orsa Bear Park

Last year we opened the doors to the world's largest polar bear facility in Orsa Grönklitt in Dalarna. Today is the grand opening of Europe's largest leopard park as a part of a conservation project that supports the leopard, which is a highly endangered animal. The first residents of the Leopard Center are two Persian leopard pairs; Soroya and Barack together with Hanna and Jihlek.

– They are two beautiful couple's that are moving in. It feels fantastic to be a part of a very important conservation project that supports this highly endangered species, says Torbjörn Wallin, Managing Director of Orsa Grönklitt AB, which holds the Leopard Center.

Today, June 22, 2010 is the grand opening of the Leopard Center, Europe's largest leopard facility. The Leopard Center is a part of Orsa Bear Park's ongoing development into an educational center for predators, as well as ongoing participation in conservation programs for endangered species.



The first residents of the Leopard Center are two Persian leopard pairs; Soroya and Barack together with Hanna and Jihlek but Orsa Grönklitt is also on a waiting list to receive snow leopards in their facility. The Persian leopard is a highly endangered species with only roughly 1000 animals surviving worldwide.

– Animal parks play a central roll in terms of saving species from extinction. It is an honor to be able to participate in conservation projects, our mission is to make a difference. We can also use our facility as a stop-over facility when other leopards change parks, says Torbjörn Wallin.

Natural environment allows for natural behavior

The facility for leopards in Orsa Grönklitt is 7 000 square meters large which makes it Europe's largest leopard facility. The habitat is inspired by the animal's natural habitat in order to encourage natural behavior. The facility is located on southern slopes with rough terrain and viewing sites, something the leopards love.

– We have tried to create the perfect environment for the two couple's to make them feel at home. When comfortable in their new environment, we hope to see a development in their relationships that will lead to additions in the park, says Torbjörn Wallin.

Press photos, films and press information will be available for downloading from the 22 of June on www.orsagronklitt.se, Press, Bildarkiv and Leopard.

If you wish to book an interview, please contact Karin Pontén, see below.

For more information, please contact:

Pernilla Thalin, Park supervisor Orsa Grönklitt, 070-840 49 16, pernilla.thalin@orsagronklitt.se

Torbjörn Wallin, Managing Director Orsa Grönklitt, 0706-49 12 89, torbjorn.wallin@orsagronklitt.se

Kenneth Ekvall, Zoological expert, Orsa Grönklitt, 070-400 77 55, kenneth.ekvall@big.su.se

Karin Pontén, press information Vår pr-byrå, 0708-66 66 31, karin.ponten@varprbyra.se

Grönklittsgruppen is one of Sweden's fastest growing companies within tourism with operations by Enåns campin in Rättvik, Siljanbadets camping, Fairytale Land Santaworld, Orsa camping and Orsa Bowling, Grönklitt and Orsa Bear Park and Tännadalens Alpine resort area.