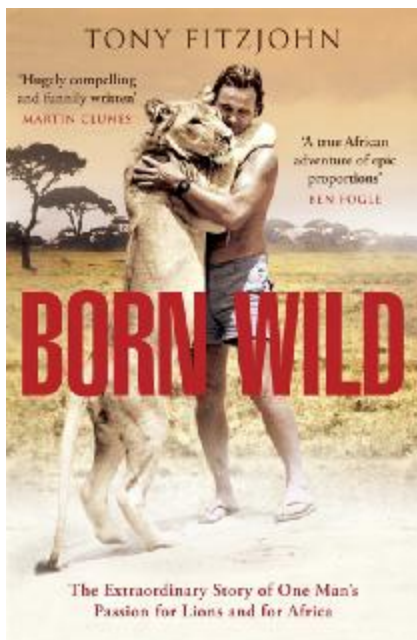


PRESS RELEASE

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BORN WILD

TONY FITZJOHN

**The Extraordinary Story
of One Man's Passion
for Lions and for Africa**

**Published in Viking Hardback on
16th September 2010, £16.99**

BORN WILD is a story of passion, adventure and skulduggery on the frontline of African conservation. Following Tony Fitzjohn's journey from London bad boy to African wildlife warrior, the heart of the story is a series of love affairs with the world's most beautiful and endangered creatures – affairs that so often end in pain, for to succeed in re-introducing a lion or leopard to the wild is to be deprived of their companionship.

Tony tells of his twenty years in Kenya with George Adamson of *Born Free* fame - a time of discovery, isolation and frequent danger living far from civilisation. And when he was prevented from re-introducing any more animals into the wild and made unwelcome in the country he loved, Tony had to start anew in Tanzania.

TONY FITZJOHN has spent over forty years re-introducing lions, leopards, rhinos, elephants and African Hunting Dogs to the wild. He is one of the world's leading field experts on the relationship between man and African wildlife. He was awarded the OBE by the Queen and the Order of the Golden Ark by Prince Bernhard of the Netherlands for his services to wildlife.

2010 is the 50th anniversary of *Born Free* and the film 'The Born Free Legacy' featuring Tony and his lions will be broadcast on BBC4 during the week beginning 27th September 2010. There will be a further two documentaries being screened on Tony and his lions in Spring 2011. **Tony will be in the UK around publication.**

**FOR MORE INFORMATION PLEASE CONTACT KATHERINE STROUD
0207 010 3254/ katherine.stroud@uk.penguin.com and read more about Tony
and his work <http://www.georgeadamson.org/fitzjohn> / <http://www.wildlifenow.com/>**