



SABABU

— SAFARIS —

FOR IMMEDIATE RELEASE

Giving the gift of light and hope in times of darkness one solar lamp at a time.

New York, March 25th, 2020 —Tour operators across the globe are forced to have a serious look at their operation and the type of experiences post COVID-19 ‘leisure travellers will be looking for. Boutique safari specialist, **Sababu Safaris** is no exception. The company is on the right track and more than ever believes in the power of travel and the exceptional range of purposeful experiences they operate across Tanzania. Sababu Safaris is fully committed to continue brightening lives one solar lamp at a time with their partner, [Solar Sister](#) and other grassroots organizations contributing to locals’ wellbeing.

“We believe in the transformational force of travel and the positive impact it has when done purposefully”, says Denise Brown, Sababu Safaris’ co-founder. In light of the global pandemic, we are facing it is important to remember how indispensable electricity is in powering the lives of people in remote communities. We will resume activities with Solar Sisters as soon as we have the green light to travel again. Our guests’ safety must come first.”

SABABU Safaris’ investment in Solar Sister supports women’s clean energy businesses in off-grid communities in Northern Tanzania. With their guests’ assistance Sababu Safaris puts clean power in the hands of local women. The Solar Sister’s model improves a women’s household income, and also their health, education, status as they are empowered to take control of renewable energy and local resources.

The solar lamp distribution initiative Sababu Safaris operates is one of several immersive activities they support across the nation. They also work with remote schools and take part in the day-to-day educational activities that enhance the future of the brightest of the poorest kids in Tanzania, as well as support medical centers that treat children with disabilities, amongst others. Sababu Safaris engages guests deep into communities and the impact is life-altering for locals and travellers alike.

Sababu Safaris knows Tanzania inside out and take guests off the beaten track, to the heart of the Masai and Hadzabe Bushmen culture, away from tourists. From spear-throwing with Masai warriors and learning survival skills with one of the last remaining hunter-gatherer tribes on earth to taking a cooking class and breaking bread with locals, the Sababu Safaris experience truly immerse and transform!

For more information and video on Sababu Safaris’ solar lamp initiative visit:
<https://www.youtube.com/watch?v=6E9GvWJ3iH4>

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More about Sababu Safaris.

Sababu Safaris is an owner-run boutique company with a small international team committed to creating unique journeys in Tanzania that change hearts and minds, and leave a long-lasting impact on both guests and local communities alike. Most safari companies pledge to pour resources back into the community while Sababu Safaris allows guests to see and experience the difference first hand. Purpose is at the core of their business activities, hence the name Sababu - the Swahili word for "purpose".

Learn more at www.sababu-safaris.com

More about Solar Sister:

Solar Sister is a non-profit organization founded in 2009. The organization eradicates energy poverty by empowering women with economic opportunity. It combines the breakthrough potential of solar technology with a deliberately woman-centered direct sales network to bring light, hope and opportunity to even the most remote communities in rural Africa. Solar Sister creates sustainable businesses, powered by smart investment in women entrepreneurs.