



WINGS WorldQuest Awards Flag Carrier Grant to Laly Lichtenfeld

Conservationist Promotes Beekeeping Among Maasai Tribal Women

New York, NY (October 10, 2017) — WINGS WorldQuest today announced that it has awarded a Flag Carrier grant to conservationist Laly Lichtenfeld for her ongoing work in environmental conservation in Tanzania. Through her Women's Beekeeping Initiative, Lichtenfeld and her organization African People & Wildlife work with 950 women, many of whom are part of the Maasai Tribe, to help them develop entrepreneurial skills.

After completing entrepreneurship training, participants are eligible for microgrants to launch their own individual beekeeping businesses. By selling local wild honey, the women develop revenue streams, which they can use to support their families, send their children to school, invest in healthcare and reduce their families' environmental impact.

The women also support each other through mentorship and knowledge-sharing.

About Laly Lichtenfeld

Living in Tanzania, Dr. Laly Lichtenfeld co-founded African People & Wildlife to help rural communities conserve and benefit from their wildlife and natural resources. Lichtenfeld first traveled to the continent with the National Outdoor Leadership School in 1992. Moved by the remarkable wildlife, cultures, and landscapes of East Africa, she was awarded a Fulbright Scholarship to evaluate a community-based conservation project in southern Kenya. Lichtenfeld received her Ph.D. from Yale University in 2005 for novel research on human-lion interactions in northern Tanzania.

Today, with 20 years of on-the-ground experience in East African wildlife conservation, Lichtenfeld specializes in human-wildlife conflict prevention, species conservation focusing on lions and other big cats, community empowerment and engagement in natural resource management, conservation education, and the development of conservation incentives for rural people. An accomplished speaker, Lichtenfeld is a Distinguished Alumni of the Yale Tropical Resources Institute, a National Geographic Explorer, and a recipient of the 2016 Lowell Thomas Award for Open Space Conservation from the historic Explorers Club.

About WINGS WorldQuest's Flag Carrier Program

WINGS WorldQuest Flag Carriers are women leading original field research or documentation that focuses on investigating questions about the nature of our world and advancing conservation efforts on land, air and water through science and advocacy.

As part of their expeditions, all accepted Flag Carriers plan to write reports, make films, or otherwise formally share information about the findings and discoveries with the scientific community and the public. WINGS WorldQuest Flag Carriers are not associated with tourist trips or paying participants on tours.

WINGS Flag Carriers must submit a formal report, complete with high resolution images, to WINGS so that the expedition findings can be shared with the greater public. These reports are posted on the WINGS website and published elsewhere as appropriate.

Since 2005, more than 50 women have flown the WINGS WorldQuest flag during expeditions across over 35 countries and all of the world's continents as they pursue groundbreaking discoveries.

The WINGS WorldQuest flag is recognized as a symbol of excellence in discovery and knowledge, and certifies the significance of its carrier's endeavor.

About WINGS WorldQuest™

WINGS WorldQuest™ is a registered nonprofit organization founded in 2003 to recognize and support extraordinary women in science and exploration. It is the only organization of its kind, awarding unrestricted funding to women in scientific field endeavors. WINGS' support knows no boundaries—women of all races, nationalities, ages, and cultures who show initiative, passion, and promise toward future scientific advancement have been granted funds that are often critical to seeing their ambitious ideas through. In return, they have become part of the WINGS community, and strengthen the organization's mission to inspire the next generation of intrepid explorers and global problem-solvers through various outreach programs. For more information, visit www.wingsworldquest.org.

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