



PRESS RELEASE

KTB PARTNERS WITH CANADIAN PHOTOGRAPHER JEFFREY WU TO PROMOTE KENYA

NAIROBI 01st April 2021: The Kenya Tourism Board (KTB) has partnered with award-winning nature and wildlife photographer Jeffrey Wu to promote Kenya's tourism.

The three (3) year partnership which commenced in February 2021 will see Mr. Wu promote Kenya as a preferred tourism destination locally, regionally, and internationally through high quality video and photo content shot in the destination and in turn will be conferred the honorary title of 'Magical Kenya Brand Partner' by the tourism marketing agency.

"Kenyan is wonderful country that is beautiful to capture. I am passionate about travel and have had an opportunity to visit different destinations over time. That said, I have come to love Magical Kenya as there is so much to see and enjoy and that is why I want to showcase this destination to the world through photography. I urge foreign and local visitors to explore and experience what the country has to offer. Besides having the best wildlife resource, Kenya also has beautiful landscapes and rich, vibrant culture." said Mr. Wu.

Through the voluntary engagement, Mr. Wu will help in promoting the Magical Kenya brand by providing still images and videos of destination Kenya during the 3-year period. KTB will have the right to use to the images for promoting Kenya as an attractive tourism destination and also towards promotion of conservation in Kenya.

"The reason I have taken up this opportunity is because I have a passion for Kenya and I believe that sometimes the best stories can be told through the eyes of someone who has had other experiences. This partnership will KTB will allow me to use my photography skills to promote and showcase Kenya to the world" added Mr. Wu.

On her part, KTB CEO Dr Betty Radier said that KTB was pleased to partner with travellers who have made frequent visits to the destination and were able to share with others the country's magical experience first-hand.

"Jeffrey Wu has a lot of experience in travel, and he has shown a great passion for Kenya. We have designated him a Magical Kenya brand partner in recognition of his work of showcasing Kenya through photography and in appreciation for his sharing of his work with KTB for free for use in destination marketing. We believe that the stories we can tell through his content will be impactful especially during this period when there is less travel globally due to the COVID-19 pandemic," said Dr Radier.

Jeffrey Wu is an award-winning nature and wildlife photographer and seasoned traveler based in Toronto, Canada. He is an expert photographer on wildlife action shots specializing in a story-telling style approach. He is also passionate about conservation. He has written articles for "Africa Geographic", "Chinese National Geography" and "Swara" focusing on Kenya and his work has been published in more than 80 international publications worldwide.

"As the country's destination marketing agency, we shall continue to engage other personalities, both local and foreign that can help us promote Kenya to the world. We need to constantly remind the world that Kenya is diverse and has something to offer everyone especially now when people are looking forward to resuming travel and looking for suitable destinations globally," added Dr. Radier.

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