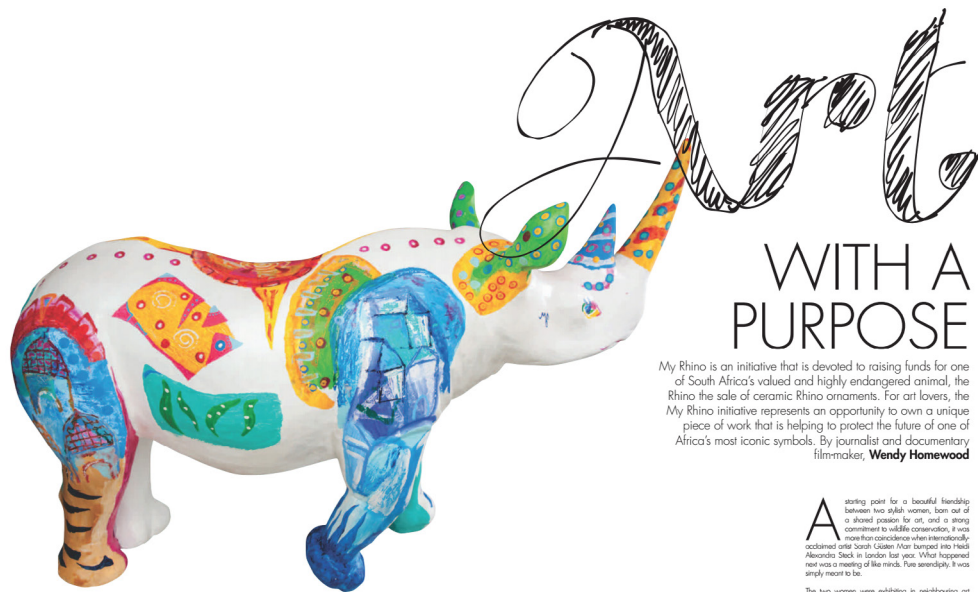


# LIVEOUTLOUD™

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## WITH A PURPOSE

My Rhino is an initiative that is devoted to raising funds for one of South Africa's valued and highly endangered animal, the Rhino the sale of ceramic Rhino ornaments. For art lovers, the My Rhino initiative represents an opportunity to own a unique piece of work that is helping to protect the future of one of Africa's most iconic symbols. By journalist and documentary filmmaker, **Wendy Homewood**

A starting point for a beautiful friendship between two stylish women, born out of a shared passion for art, and a strong commitment to wildlife conservation, it was more than coincidence when internationally acclaimed artist Sarah Güsten Marr bumped into Heidi Alexandra Slack in London last year. What happened next was a meeting of like minds. Pure serendipity, it was simply meant to be.

The two women were exhibiting in neighbouring art galleries in prestigious Cook Street, in the heart of the

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Heidi Alexandra (left) with Sarah Güsten Marr.

**SAVE THE DATE.**  
**SAVE OUR RHINO'S**  
**Thursday 2<sup>nd</sup> October 2014**  
 Hyde Park Corner Centre Court  
**To RSVP, email Nicholas:**  
**nicholas@myrhino.co.za**

exclusive and fashionable Mayfair district. They bonded immediately – hardly surprising when you consider that both are German by nationality and both have a deep love for Africa (Sarah was born in Liberia and is building a home in Ghana, while Heidi Alexandra has lived in Johannesburg for many years); both were educated at the same leading London design school (although at different times) and both women lead an international lifestyle and have lived all over the world. The only surprising thing was that these two amazing and extraordinary individuals had never met before.

'I fell in love with Sarah's vibrant, textural art work and we instantly connected,' says Heidi. 'I knew I wanted her to be part of the My Rhino initiative which I founded with my husband, Nicholas Snaith.'

Both Heidi Alexandra and Nicholas understand the importance of protecting Africa's wildlife, and their support for conservation programmes has always been unstinting. But My Rhino is their real 'passion project'. Its mission is to raise funds for the Kariega Foundation - which is dedicated to the protection and conservation of this endangered creature - through the sale of beautifully hand-painted, ceramic rhino ornaments.

Each limited edition rhino is made in South Africa and all materials used are sourced in South Africa. They are already becoming serious collector's items.

Sarah was delighted when Heidi Alexandra invited her to travel to South Africa from her studio in Yorkshire, UK, to become one of an extremely select and talented group of artists to be asked to paint an almost life-size rhino.

Sarah's creation for My Rhino is just as vibrant as she is. And the theme she has chosen for her rhino - the four corners of the Earth, with each leg representing a corner - reflects everything that is most important to her.

Its mission is to raise funds for the Kariega Foundation...through the sale of beautifully hand-painted, ceramic rhino ornaments.

'The wildlife conservation work that the My Rhino project is helping fund is so important,' says Sarah. 'I feel extremely honoured and flattered that Heidi Alexandra and Nicholas wanted me to participate.'

It's art - but with a real purpose. Just like Sarah and Heidi Alexandra, a match made in art heaven.

For more information, visit [www.myrhino.co.za](http://www.myrhino.co.za)