

**Tanzania Tourist Board to award Gibb's Farm
Hotel/ Lodge/ Camp Sustainable Tourism Award
for 2011**



PRESS RELEASE July, 2011

Arusha, Tanzania - Gibb's Farm has been selected to receive the Tanzania Tourist Board Hotel/ Lodge/ Camp Sustainable Tourism Award for 2011

It was announced that Gibb's Farm historic coffee estate won the coveted Tanzania Tourist Board Hotel/ Lodge/ Camp Sustainable Tourism Award for 2011. The prestigious Tanzania Tourist Board's (TTB) annual tourism awards – now in its eleventh year, will be formally presented in September.

The Ecology of Gibb's Farm as a model for East African Responsible and Sustained Destination Management forty year practice is well documented on the web in various categories: Environmental Preservation, Cultural Preservation, Wildlife Conservation, Community Health Initiatives, Development & Poverty Relief, and Living-Museum.

Gibb's Farm has long been a part of the diverse communities and cultures around it. Some 95% of Gibb's Farm 140 full-time employees come from the immediate community and many more receive part-time employment or are given opportunities to sell their crafts and art at the farm. Two of the largest populations in the region include the Iraqw and Maasai peoples, whose artwork, history, stories, medicine, and ways of farm life are preserved through Gibb's Farm cultural programs and throughout the farm and its cottages.

Caption: At what is likely the largest solar hot water system in Tanzania at Gibb's Farm, executive chef Paulo Bura and housekeeping supervisor Jacob Isaack consider the Ecology Walk awareness program with Leopard Yameld, co-chair of the second annual Earth Day committee.



In recognition of Gibb's Farm sustainable development and responsible tourism efforts it received first place at the recent **Educational Travel Conference 2010 Responsible Tourism Showcase**, and one of the highest ratings in the **2009 World Savers Award** for the "Doing It All" category in **Condé Nast Traveler** annual World Savers Awards. The honor recognized Gibb's Farm outstanding contributions to education, wildlife, preservation, and health initiatives in communities. Earlier, the **2008 Green Living Project** featured Gibb's Farm in its sustainable living and travel project and lecture series, noting that the farm, "elevates environmentally and socially responsible practices in every level of their operations."

In-depth information for all these and related events and facts is available in the Ecology of Gibb's Farm section of its website gibbsfarm.net.

About Tanzania Tourism Board Award

The Tanzania Tourism Board established the Tanzania Tourism Awards in 2001 to express its support and appreciation to the travel professionals and media who have worked hard promoting and selling Tanzania to the world tourism market, and as an incentive to increase the numbers of people enjoying a safari in Tanzania even more in the coming years. <http://tanzaniatouristboard.com/>

About Gibb's Farm

Set beside the Ngorongoro Conservation Area, Gibb's Farm has a tradition that goes back more than 80 years, and it is the oldest coffee farm & lodge in the Ngorongoro Highlands. The African Living Spa offers unparalleled spa, treatments, and healing services based on traditional Maasai techniques and medicines. As the world traveler's respite from the rigors of safari, Gibb's Farm allows one to discover a community of nature, people, culture, art, and beauty, providing a sense of place and history.

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