



FOR IMMEDIATE RELEASE

## **Big Five Relaunches GIB 5.0 with International Travel Resuming.**

June 24, 2021, Stuart, FL – In 2019, Big Five Tours and Expeditions launched GIB 5.0, an Artificial Intelligence proprietary application that uses trip feedback from clients to best determine which sustainability project matches their personality. The original projects benefited from an initial run through GIB 5.0 in the short period between August 2019, when GIB 5.0 was officially launched, and March 2020, when the world closed to travel. During the pandemic, Big Five enhanced and extended the reach of community development projects around the world. The most recently added projects are the *Eco-Filters for Schools Program in Guatemala* and the *Ereto Primary School in Tanzania*.

The Eco-Filters for Schools Program in Guatemala brings much needed clean drinking water to rural schools through a groundbreaking way of filtering water. The Eco-Filters are handcrafted by local artisans and composed of a ceramic filtering unit (made of clay, saw dust and colloidal silver) that hangs inside a container equipped with a top and a spigot for the filtered water. One filter, priced at \$35, provides 24 children with clean water for two years.

The Ereto Primary School outside Arusha is a long-standing project. Starting with 20 children almost a decade ago, it supports primary education for the Maasai communities around Arusha that do not have access or are not allowed access to government-sponsored education. What started with reaching out to convince Maasai elders to allow their children to attend this school, has evolved into 230 children and counting passing through primary education. Today, the campus has steadily expanded from a cut out field to three classrooms, with more being planned to accept the rapidly growing student body. A contribution of \$142 provides one child with education for a year.

As for Big Five's existing projects, Awamaki supports micro entrepreneurship through weaving for women in five different Andean communities in the Sacred Valley of Peru. Every dollar generated creates \$4 of income for these women all while protecting their indigenous land. Jetwing Youth Development provides a path forward for children in still recovering areas of remote Sri Lanka, through tourism training and job placement within Jetwing hotels around Sri Lanka. With every \$1 donation made, Big Five provides a trainee with a day's worth of accommodation, learning materials and offsets the trainer expense.

All the above programs are now active in GIB 5.0, allowing the application to more accurately detect the project that the traveler would be most excited in supporting. Once the project is determined, the contribution is sent to the corresponding foundation at no extra cost to the traveler(s).

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**About Big Five Tours & Expeditions**

Founded in Kenya in 1973 by Mahen Sanghrajka, Big Five Tours & Expeditions is renowned for customized, luxury adventure travel to more than 45 destinations worldwide. Big Five has been recognized by the travel industry for its sustainable tourism commitment. For more information about Big Five's customized journeys, visit [bigfive.com](http://bigfive.com), or contact:

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