

PRESS RELEASE

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Rolex Announces Winners of Global Awards for Enterprise

Five Visionaries on Five Continents become Laureates

Geneva, 13 June 2012 – Five visionaries, whose projects have the potential to save millions of lives and protect endangered wildlife and ecosystems, have been announced in London as the 2012 winners of the Rolex Awards for Enterprise.

The five pioneering men and women are carrying out groundbreaking projects in Australia, Bolivia, Kenya, Russia and the United States.

The winners will each receive 100,000 Swiss francs and a Rolex chronometer. Chosen from more than 3,500 applicants from 154 countries by an independent Jury of international experts, the five new Laureates are:

Sergei BEREZNUK, 51, Russia – is using technology and education targeted at the younger generation to protect the last Siberian tigers in the Russian Far East.

Barbara BLOCK, 54, United States – is spearheading efforts to preserve part of the Pacific Ocean by tracking marine predators off the North American coast with a series of underwater listening stations.

Erika CUELLAR, 40, Bolivia – is training indigenous people in Bolivia, Paraguay and Argentina to conserve the biodiversity of one of South America's last truly wild environments, the Gran Chaco.

Mark KENDALL, 40, Australia – is a bio-engineer who is developing a "Nanopatch" to replace needles in vaccination. The technology has the potential to save millions of lives in the developing world by making the process painless, safer, cheaper and more effective.

Aggrey OTIENO, 34, Kenya – wants to save the lives of hundreds of mothers and babies in a Nairobi slum each year by providing them with a lifeline to obstetric medical care through a telemedicine centre.

The Laureates join the 115 individuals from 42 countries whose spirit of enterprise and concern for the environment and mankind have earned support and recognition from Rolex Awards in the last 36 years in areas including science and health, applied technology, exploration and discovery, the environment, and preservation of cultural heritage.

"This year, the Jury was struck at how each of these remarkable individuals is empowering people in their communities to take control and preserve the natural world and the lives of those around them," said Rebecca Irvin, head of Rolex philanthropy. "In most cases, they are harnessing new technology to promote public advocacy and change for the better. We at Rolex welcome these five Laureates into the global network of visionaries that has grown since the Awards were founded in 1976."

India ceremony

More than 400 distinguished figures from around the world will gather to honour the new Laureates at a ceremony in New Delhi, India, on 27 November.

Selection process

The members of this year's interdisciplinary Jury of eminent scientists, explorers, conservationists, doctors, educators and entrepreneurs are: **Habiba Bouhamed Chaabouni**, Tunisian doctor and professor who has pioneered research on genetic disorders; **Gururaj "Desh" Deshpande**, Indian-born founder of several innovative technology companies and a global philanthropist; **Sylvia Earle**, American oceanographer and record-breaking, deep-ocean explorer; **Steve Jones**, British biologist and author renowned for his research on genetics and evolution; **Calestous Juma**, world authority on sustainable development from Kenya and a Harvard professor of international development; **Tayeb A. Kamali**, a forward-thinking educator who serves as vice chancellor of the UAE's Higher Colleges of Technology; **Amyr Klink**, Brazilian adventurer who has set world records with his maritime exploits; **Antonio Machado-Allison**, a celebrated Venezuelan zoologist and an authority on the piranha; **Keiko Nakamura**, Japanese life scientist acknowledged for her role in establishing the field of biohistory; **Subramaniam Ramadorai**, Indian IT specialist who founded and is now vice chairman of Tata Consultancy Services; **Gerhard Schmitt**, Swiss professor and expert on artificial intelligence and computer-aided architectural design; and **Mahrukh Tarapor**, Indian-born, American museum professional and scholar.

Rolex philanthropy

The Awards for Enterprise and the Mentor and Protégé Arts Initiative are Rolex's two flagship philanthropic programmes. Initiated in 1976 to commemorate the 50th anniversary of the Rolex Oyster, the Rolex Awards fund new and ongoing projects that address pressing needs around the world and advance human knowledge and well-being. The Mentor and Protégé Arts Initiative has, since 2002, paired master artists with emerging talents in six disciplines for a year of one-to-one collaboration.

For more information on the Rolex Awards for Enterprise, visit rolexawards.com

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