

BEST OVERALL BOUTIQUE HOTEL IN THE WORLD ANNOUNCES SUPPORT FOR THE SAVE THE TASMANIAN DEVIL PROGRAM

Saffire Freycinet's new experience provides direct access to this endangered species in order to raise awareness

18 February 2014: In conjunction with the University of Tasmania's Menzies Institute for Medical Research and the Save The Tasmanian Devil Program (STDP), the Saffire Tasmanian Devil Experience offers guests the rare opportunity to encounter the iconic creature, and to participate in the quest to save this endangered species.

Saffire Freycinet will support critical research in an effort to save the iconic Tasmanian devil from extinction due to Devil Facial Tumour Disease (DFTD), with a one-hectare purpose designed enclosure built on property. Guests will have the opportunity to see the devils up close, in an environment that reflects their natural habitat.

Led by expert trained guides, guests will visit Saffire's open-range devil enclosure and observe them as they feed and play while hearing the story of the Tasmanian devil – the world's largest carnivorous marsupial – and the crucial effort to find a cure for the Tasmanian Devil Facial Tumour Disease – the rare and contagious cancer that is threatening the Devil's survival.

Additionally, guests will have the chance to contribute to Saffire's management and observation of the devil population by participating in a visual health inspection of the devils. They will learn how to recognise individual devils as well as how to use direct observation and remote camera imagery to identify and check each of the resident animals.

The experience is designed to educate participants on the vital work of the STDP and the critical research of the Menzies Institute and Professor Greg Woods. Saffire is a key partner in Dr. Woods' quest to find a vaccine for DFTD, and guests will discover how to be a part of the ongoing work to secure the survival of this iconic species.

Recently named the Best Overall Boutique Hotel in the World at the World Boutique Hotel Awards and the Top Luxury Hotel in Australia by TripAdvisor, Saffire Freycinet is part of Tasmania's Federal Group and has become an iconic statement of luxury that has taken the state's tourism to a new level. These recent accolades allow Saffire to further increase awareness for conserving Tasmanian wildlife that is an integral part of the Saffire experience.

Justin King, General Manager, Saffire Freycinet says:

"No Tasmanian experience is complete without coming face to face with a Tasmanian devil, so we are thrilled that we can provide guests with this quintessential experience, play a part in this important research and also provide a sanctuary for these retired devils."

"It's also a fantastic way for guests to gain a greater understanding of the plight of the devils."

For more information about Saffire Freycinet visit www.saffire-freycinet.com.au

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About Saffire Freycinet

Distinct in its design, exclusive in its features and set apart by its approach to individually tailored experiences and service, Saffire features 20 accommodation suites, each with sweeping views of Great Oyster Bay and the Hazards Mountains and complete privacy from the neighbouring suites.

Saffire Freycinet's concept and design are like no other in the country, capturing the essence of this unique region and connecting with its environment to bring an authentic and enriching experience for its guests.

Designed by award-winning Tasmanian architects Circa Architecture (formerly Morris Nunn and Associates), the buildings are conceptually organic, reflecting the surrounding environment. Saffire evokes a connection to the sea, through references of waves, sea creatures, sand dunes and a flowing, organic form.

Tasmania's freshest produce and finest wines and beers are showcased in Palate restaurant and The Lounge bar. All guests can restore their wellbeing in the premium spa facilities and on-site gym.

Exclusive Signature Experiences access little-known areas of the Freycinet Peninsula, and a range of other experiences and activities can be tailored to suit guests' desires.

Contact Saffire Freycinet Reservations on T: 1800 SAFFIRE (1800 723 347)

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Saffire Freycinet is a member of the prestigious organisation Luxury Lodges of Australia.

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