

## APPAREL

## BONO LAUNCHES NEW LESOTHO-MADE T-SHIRTS

Rock star activist Bono has launched two new special edition t-shirts, manufactured in Lesotho, to deliver his anti-poverty message around the world.



Actor Ben Affleck models a ONE t-shirt

The shirt is 100% African, made in Lesotho from African cotton. It retails at \$40, of which \$10 will be donated to the ALAFA Fund (Apparel Lesotho Alliance for Africa). ALAFA provides anti-retroviral drugs to Basotho garment factory workers and their family members. In addition, Nordstrom will match the \$10 donation for every t-shirt sold in the US, up to \$100,000.

### Celebrities

The ONE campaign, produced and partially underwritten by *Elle* magazine, features a host of celebrity actors and musicians wearing the t-shirt. It was shot by super-model and photographer, Helene Christensen.

At two photo shoots - one in New York and one in Los Angeles - each of the stars customized his or her t-shirt on the set. The one-of-a-kind t-shirts were later sold at an auction.

Among those celebrities featured as part of the ONE Campaign are actors Ben Affleck, Raquel Welch, Gwyneth Paltrow and Liv Tyler, musician Courtney Love, and supermodels Kirsty Hume and Waris.

### Wildlife

In January, Bono also launched a "Fish Can Fly" t-shirt as part of Hard Rock Cafe's Signature Series 25 line of clothing. Sale of the shirts benefits the Wildlife Conservation Society which uses the funds to assist cotton growers in Africa and to preserve African wildlife habitats.

Made from African cotton and designed by Bono, the shirts feature a fish soaring through the moon and stars. They are available from the Hard Rock Cafe website: [www.hardrock.com](http://www.hardrock.com).



The 'Fish Can Fly' t-shirt

In November, Bono's ONE Campaign and EDUN, the clothing line he owns with his wife, Ali Hewson, launched the official ONE t-shirt at Nordstrom's department store.

### TOURISM

## LESOTHO & SOUTH AFRICA PROMOTE TRAVEL ROUTE IN ADVANCE OF WORLD CUP

Lesotho and South Africa have celebrated the ten-year anniversary of the creation of the Maloti Drakensberg Transfrontier Conservation Area (TFCA) by launching a new cross-border tourism route to promote further regional cooperation between the two countries.

The route promotes and eases cross-border travel between Lesotho and three South African provinces, KwaZulu-Natal, the Free State and Eastern Cape, and links Lesotho's Sehlabathebe National Park with the Ukhahlamba Drakensberg Park World Heritage site in South Africa.

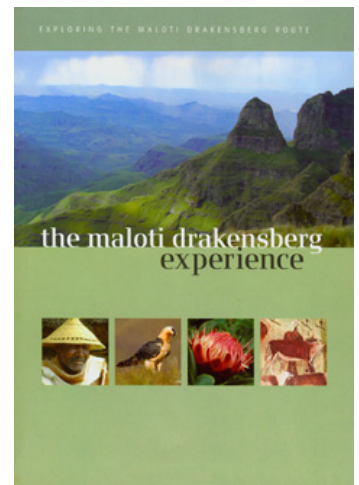
The TFCA forged a partnership that led to the establishment of a joint conservation and sustainable development area to preserve the natural and cultural resources of the region.

The Hon. Lebogang Ntsinyi, Lesotho's Minister of Tourism, Environment and Culture, said the new route was of special importance to Lesotho "if we are to optimize the spin-offs from the World Cup." The World Cup, soccer's premier tournament, is scheduled to take place in South Africa in 2010.

The TFCA is renowned for its rich biodiversity, wetland areas, and San rock art. It is also a major source of water in southern Africa.

A new book - the Maloti Drakensberg Experience - was released at the celebration which took place last fall at Giant's Castle, a luxury lodge in the Drakensberg Mountains. The book covers conservation and community development as well as tourist attractions.

With its remote and unspoiled terrain, Lesotho is fast becoming a destination for eco-tourists interested in pony-trekking, mountain-climbing, hang-gliding and para-gliding as well as skiing at Afri-ski Leisure Kingdom, a unique lifestyle village with investment opportunities, ski facilities and year-round activities in the Maloti Mountains.



## NEW 'CUDDL DUDS' LINE TO BE MADE IN LESOTHO

NAP, Inc., a New York-based apparel wholesaler has signed a licensing agreement with O'Bryan Brothers to produce, design and market a collection of sleepwear - some of which will be manufactured in Lesotho - under the Cuddl Duds label.

O'Bryan Bros., based in Chicago, is a leading maker of intimate apparel. Distribution will be targeted for 2,000 major specialty and department stores where the Cuddl Duds brand of thermal underwear, sleepwear, and eco-friendly bamboo panties are sold. NAP Inc. President Victor Lee said the company is also hoping to distribute the sleepwear in Japan.

According to industry estimates, NAP and O'Bryan Bros. each generate wholesale volume in excess of \$100 million. First-year sales of the new line are projected to be \$2 million. The new line will go on the shelves in the autumn of 2008 and will retail in the \$20 to \$50 range.

African production of the line will take place in Lesotho and South Africa.

### AGRICULTURE

## FARMERS SELL SURPLUS TO WORLD FOOD PROGRAM

Despite the worst drought in 30 years, small scale farmers in Lesotho sold 8,000 tons of maize in 2007 to the World Food Program (WFP), at a price of \$2.3 million.



By buying grain locally, the WFP saved \$45 per ton and helped provide income to farmers who employ conservation farming techniques to grow enough food to feed themselves

and their families, while producing a surplus.

"This is a win-win situation," said WFP Executive Director Josette Sheehan. "It helps provide income for small-scale farmers while saving money for WFP."

The grain bought by the WFP was used locally to feed children in school feeding programs.

About 1,800 farmers across Lesotho were trained in conservation farming techniques through a program supported by the United Nations Food and Agriculture Organization and the Growing Nations of the Church of Lesotho. The results have not just been higher yields, but also decreased environmental degradation.

In November 2007, the UN International Fund for Agricultural Development (IFAD) announced a new \$8.7 million program to enable rural Basotho to invest in microenterprises and build their financial and household assets.

The program will help formal and informal financial institutions in Lesotho to develop a range of financial services, including microloans, money transfer and insurance services.

People who are able to engage in income-generating activities will have better access to capital for investment, said Ms Fumiko Nakai, IFAD's country manager for Lesotho, adding that even those with very meager incomes can benefit by opening savings accounts.

### HEALTHCARE

## PUBLIC-PRIVATE PARTNERS TO BUILD NEW HOSPITAL

The Government of Lesotho and a South African health corporation, Netcare Healthcare Holdings, have entered a partnership to build and manage a new \$119.3 million hospital in Maseru.

The new 390-bed National Referral Hospital will replace the aging Queen Elizabeth II hospital. The project will also include the refurbishment and upgrade of three semi-urban filter clinics to provide primary and secondary health care services to the public.

Together the hospital and the clinics will operate as a regional health network that will go a long way toward ameliorating the shortage of medical services in Lesotho. The Government of Lesotho will put up 43% of the project costs with the Netcare consortium providing the rest.

"We welcome this landmark project which will benefit the health of the nation and therefore strengthen the foundation of the nation's economy," the Hon. Timothy Thahane, Lesotho's Minister of Finance and Development Planning, said. "We believe that the public-private partnership approach provides the new hospital project with fiscal discipline, output focus and accountability for results."

### ENERGY

## NEW POWER INITIATIVE FOR LESOTHO

The World Economic Forum and the World Energy Council have signed an agreement to launch a new Energy Poverty Action (EPA) project with two flagship initiatives - one in Lesotho and one in the Democratic Republic of Congo.

The overall objective of the agreement, signed in November during the World Energy Congress 2007 in Rome, is to pool resources to promote a sustainable energy supply in areas with little or no access to electricity.

EPA is a private sector program delivering expertise and best practices to reduce energy poverty by developing innovative, scalable and replicable electrification projects.

The three initiating partners are British Columbia Hydro and Power Authority (Canada), Eskom (South Africa) and Vattenfall (Sweden). It is hoped this collaboration will bring in new partners to address the need for electrification of underserved areas.