



SAFARI LTD® Receives Gold Level Award from the Florida Tobacco Cessation Alliance

Miami Lakes (July 2017) – Safari Ltd® has been honored with a Gold Level Award by the Florida Tobacco Cessation Alliance for its devotion to promoting and maintaining health and wellness among its workforce. The award was presented to Safari Ltd®'s CEO Alexandre Pariente and President Christina Pariente by Andrew Cuddihy, Health Promotions Director for the American Lung Association in Florida, at the company's Miami Lakes headquarters.

“Our Safarians are our most important asset. Safari Ltd® wants to make sure that we have a healthy workforce and providing them with comprehensive tobacco cessation benefits is the most effective way we can accomplish that goal,” said Alexandre, referring to the company's comprehensive plan to assist its employees (known as Safarians) in breaking their smoking habit.

Safari Ltd® is the first employer from Miami-Dade County to receive an FTCA Workplace Wellness Award, and is one of just twelve entities in the state of Florida to receive the Gold Level Award. Beyond its benefits package, Safari Ltd® has many initiatives in place to help its Safarians meet their health and wellness goals. This is the chief objective of the SafariFit committee, which plans numerous fitness-focused activities including nutrition workshops, workouts in the on-site gym, and wellness competitions and challenges throughout the year.

Representatives from the Florida Department of Health in Miami Dade County were also on hand for the presentation, having worked closely with Safari Ltd® to evaluate their benefits program and ensure that they offer the resources and services to meet the wellness needs of their workforce. Also in attendance were the Safarians themselves, all dressed in orange to show their Safari Spirit.

The Florida Tobacco Cessation Alliance recognizes that nicotine addiction is a chronic medical addiction, not simply a habit or choice, and promotes the adoption of comprehensive programs to assist those who seek to end their dependence on tobacco. Safari Ltd® is proud to receive their highest honor in recognition for their dedication to the physical and mental wellbeing of its Safarians.

About Safari Ltd®

Safari Ltd® is an American owned, family operated manufacturer of hand-painted scientifically accurate Toys That Teach®, based in Miami Lakes, Florida. Their mission is to teach children the importance of nature and its conservation through the joy of play. The company's products can be found in aquariums, zoos, and museums all over the world. Offerings include scientifically accurate figurines based on wildlife, farm animals, prehistoric creatures, and dragons and other fantastical beings. Safari Ltd®'s goal is to provide educational products that allow fans young and old to Discover the Frontiers of Their Imaginations.

Safari Ltd® is also dedicated to conservation efforts across the globe, and has contributed to several philanthropic organizations including the MOTE Marine Laboratory, Fairchild Tropical Botanic Garden, the Humane Society of Greater Miami, the Loggerhead Marinelifelife Center, the Nature Conservancy, National Eagle Center and the Sierra Club.

