

# Simon Cowell MBE FRGS MCIJ

## Wildlife 'rehabber', environmental champion and documentary film-maker

"Simon Cowell is a man with a mission. He believes Mankind and Nature have got themselves 'out of sync'. He is right. But he is not one of those dry-as-dust, ever-so-dreary, eco-zealots. He is a man of passion, who believes in what he says and has the rare gift of being able to communicate those beliefs in a way that immediately strikes a chord with any audience – and always with humour, laced with anecdotes, and relevant to people's everyday lives." – **Sir Ranulph Fiennes**

"Simon ... can wean young orphaned water voles with just his own mouth and a saucer of condensed milk at four in the morning while filling out his self-assessment tax returns ... during a blackout."  
– **Nathan Bevan, *Wales on Sunday***

"The eccentric, irrepressible Simon Cowell and his team of volunteers at Wildlife Aid... You don't have to be mad to work there but it helps." – **Stephen Fry**

- Creator, producer, writer and presenter of ***Wildlife SOS*** (Britain's longest-running wildlife documentary show and the highest rated on Discovery Channel's Animal Planet)
- Experienced writer, commentator, public speaker and broadcaster on animal welfare, nature conservation and biodiversity
- An environmental realist who believes in partnership between charities and the corporate sector to redress the balance between Man and Nature
- Founder – 32 years ago – of the charity that became The Wildlife Aid Foundation, caring for sick, injured and orphaned wild animals
- Simon's charity handles 20,000+ wildlife emergencies every year, and has saved the lives of hundreds of thousands of wild animals since 1980

### Broadcasting experience

- Simon has been 'the face of *Wildlife SOS*' (on ITV Meridian, Channel Five and Discovery Channel Animal Planet) for 15 years.
- Guest appearances on TV shows such as *The One Show*, *The Alan Titchmarsh Show*, *Blue Peter*, *GMTV*, *This Morning*, etc.
- Traveled and filmed world-wide for Discovery Channel Animal Planet – reporting on the plight of wildlife all over the world.
- Broadcasts on all aspects of animal welfare, global environmental issues, habitat protection, and endangered species.
- Believes passionately in the importance of environmental education and the link between animal welfare, nature conservation and habitat preservation.

## Achievements

- Built up the Wildlife Aid Foundation from a tiny back-garden hobby to one of Britain's leading wildlife rescue and rehabilitation charities, with over 280 volunteer helpers, dealing with 20,000+ wildlife incidents every year.
- Regularly asked to speak at conferences and seminars – will be a keynote speaker at the 2012 annual conferences of the BVNA (British Veterinary Nursing Association) and BWRC (British Wildlife Rehabilitation Council).
- Has worked 'hands-on' with WAF's partner organizations all over the world – helping to rescue and care for koalas in Australia, cheetahs in Namibia, crocodiles in Belize, wolves in northern Russia, and great white sharks off the coast of South Africa!
- Latest series (*Wildlife SOS Series 10*) sees Simon with mountain gorillas in the Congo and moon bears in Vietnam – and includes secret filming in an illegal 'bear bile farm'.
- *Wildlife SOS* is now (2012) the highest rated show on Animal Planet – entertaining and engaging but also educational, with high production values and a commitment to integrity.

## Awards

- Awarded the MBE for services to wildlife (2005)
- Winner – *Charity Times* Personality of the Year (2003)
- Short-listed for this year's *Charity Times* Outstanding Achievement Award (to be announced in October 2012)

## Professional Institutes

- Fellow of the Royal Geographical Society
- Member of the Chartered Institute of Journalists

**Simon Cowell is not just an authoritative commentator on the environment and animal welfare but a highly experienced and adaptable TV and radio presenter, interviewer and interviewee, voiceover artist, public speaker and narrator, with an overwhelming passion for his subject.**

**Websites: [www.simon-cowell.org.uk](http://www.simon-cowell.org.uk) and [www.wildlifeaid.org.uk](http://www.wildlifeaid.org.uk)**

**PR contact: Andy Smith, email: [andy@wildlifeaid.org.uk](mailto:andy@wildlifeaid.org.uk), tel: 07737 271676.**