



**For immediate release.**

## **World Female Ranger Week Returns: June 23–30, 2025**

**Celebrating Bold Women Protecting the Planet - Real Women. Real Stories. Real Impact.**

Now in its fifth year, **World Female Ranger Week**, founded by award-winning conservationist and adventurer **Holly Budge**, and her NGO How Many Elephants, returns from **June 23–30, 2025**.

This pioneering global awareness campaign highlights the bold, trailblazing women protecting wildlife and wild spaces worldwide.

With less than 22% of the global wildlife ranger workforce being female, WFRW amplifies their voices, highlights their impact, and calls for greater gender equality in conservation.

The campaign has reached over 500 million people worldwide to date, and 2025 is set to go even bigger, with live events, media interviews, and a new education programme for young conservationists.

*“These women are changing the narrative,” says Budge. “They’re not only protecting wildlife - they’re lifting up communities, challenging gender norms, and proving what’s possible.”*

### **Why This Matters**

Female rangers are educators, protectors, breadwinners, and often, the first women in their families to earn a salary, own property, or access higher education. Yet, many still face social stigma, workplace discrimination, safety risks, and limited resources. Studies show women often bring strong community engagement skills to conservation roles, invest more in their families, and act as powerful role models, especially for girls.

### **Meet some of the rangers: Global Voices from the Front Line**

#### **Indonesia: Pera Pinem**

The first and only female ranger in North Sumatra for three years, Pera has faced cultural resistance, discrimination, and danger - all while protecting Sumatran elephants, orangutans, and tigers.

#### **Kenya: Raabia Howa**

Raabia’s vision is to transform the Tana Delta from a poaching hotspot into a safe living ecosphere for people and wildlife. She employs a team of 12 male rangers. To date, they have made several arrests and successful recoveries of weapons; however, are finding that their security is under increasing threat.

**India: Purnima Devi Barman**

Founder of the 10,000-strong *Hargila Army*, Purnima has transformed the reputation of the endangered Greater Adjutant Stork - once viewed as a bad omen - into a symbol of cultural pride.

**Zambia: Janet Sakala**

Janet is a ranger/dog handler in the K9 Unit for Conservation South Luangwa. Sadly, when Janet was 15 years old, she lost both her parents and was no longer able to go to school. Becoming a ranger has enabled her to become the breadwinner and be able to support her relatives.

**What's New for 2025?**

- Global storytelling campaign across digital and traditional media.
- New educational resources for schools worldwide.
- Ongoing data collection to improve support for female rangers.
- Opportunities for sponsorship and strategic partnerships to scale impact.

**WFRW Ambassador Dr. Gladys Kalema-Zikusoka adds,** *“World Female Ranger Week plays a vital role in raising awareness of female rangers and advancing gender equity in conservation.”*

**A Message from the Founder:** Holly Budge, who has patrolled with female ranger teams across Africa, says: *“These women are fearless. I’ve seen how becoming a ranger empowers them to overcome poverty, protect biodiversity, and change lives, including their own. Our mission is to amplify their voices, identify their needs, and work towards tangible, lasting solutions.”*

World Female Ranger Week is actively seeking media partners, sponsors, and collaborators to grow the campaign’s reach and strengthen support for women on the front line of conservation. Let’s celebrate their courage, back their mission, and help build a more equitable, sustainable future.

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**About How Many Elephants (Charity No. 1186238)**

An award-winning, design-led advocacy UK charity, How Many Elephants educates a global audience about the devastating impacts of the ivory trade, without using gory imagery. It collaborates with female ranger teams and supports innovative conservation initiatives. More: [www.howmanyelephants.org](http://www.howmanyelephants.org)

**About Holly Budge**

Adventurer. Conservationist. First woman to skydive Everest. Everest summiteer. Founder of How Many Elephants NGO and World Female Ranger Week. Holly has raised over £500K for conservation and been praised by Sir David Attenborough for her work. Recently voted as a globally recognised ‘Thought Leader of the Year in non-profit’, listed in the ‘Top 100 Women in Social Enterprise in 2025’ and a UN Women UK Delegate, Holly has been a prominent ambassador for women and wildlife for the past decade. More: [www.hollybudge.com](http://www.hollybudge.com)

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