

PARAHAWKING

Share the sky - save the vultures



SCOTT MASON

Scott Mason is the pioneer of Parahawking and has dedicated the last decade to promoting this new sport and perfecting its techniques. Scott was born and raised in Essex, England and has been training birds of prey since he was 12. He made the transition from traditional falconry to parahawking in 2001 after he fell in love with Nepal and paragliding whilst taking a year break from running his Graphic design business in London.

Scott has over 10 years of paragliding experience, mainly flying in the Nepal Himalayas. Tandem Parahawking flights have been operational for the last 5 years with now more than 400 tandem flights each year. Currently he is expanding the Parahawking concept to include Spain.

As well as parahawking, Scott runs the Himalayan Raptor Rescue project at his home in Nepal where he cares for sick, injured and orphaned birds of prey. He is able to use Parahawking and the publicity it receives to provide support for Vulture conservation projects in Nepal.

Parahawking is sponsored by Gin Gliders, one of the worlds leading paragliding manufacturers as well as receiving additional sponsorship and support from various other companies.



ANITA HJERTAS

As Scott's partner, Anita joined the Parahawking team in 2008 and has since been contributing significantly to Parahawking and the vulture conservation efforts. Raised on a farm in Norway, she later moved to Tanzania and then South Africa where she studied Graphic Design at the University of Cape Town and later ran a restaurant and helped to develop a nature reserve in the north of the country. After working as a PR and Marketing Director in Italy she continued to make a living as a freelance translator. Anita now plays an integral part in customer relations and developing Parahawking as a worldwide brand.

PARAHAWKING

In an effort to advance the interaction between man and bird, and to provide a unique opportunity to interact with birds of prey in their own environment, Scott Mason conceived and developed Parahawking.



Parahawking is paragliding with trained birds of prey. By combining ancient falconry methods with the modern techniques of Paragliding, birds of prey are trained to fly and interact with paragliders and their tandem passengers and to guide them to thermals. Some birds of prey are natural soaring birds that have an amazing ability to conserve energy whilst flying. By using rising currents of warm air, birds of prey are able to gain height and fly long distances without flapping their wings. We as paragliders harness their natural ability to conserve energy by following them as we fly.

The birds need to be rewarded for their efforts. During the flight the pilot or passenger will place small morsels of meat onto their gloved hand, the birds will come and gently land on the hand to take the food, and then gracefully fly away to find the next thermal - a perfect symbiotic relationship.

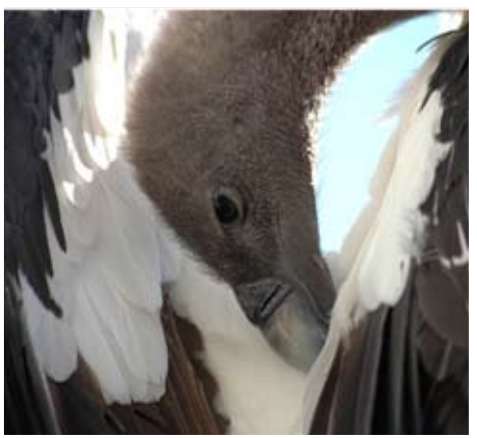
Parahawking has gone from a personal experiment to a global phenomenon with tandem Paragliding becoming an essential part of Parahawking concept. It is a unique opportunity for people with no flying experience to be able to share the sky with birds of prey and interact with them in their own environment. Parahawking is featured in the Nepal Lonely Planet guide book as one of Pokhara's highlights. Parahawking is available in Pokhara, Nepal with a project under development in Spain.

CONSERVATION

Asia's vultures are under serious threat and are virtually on the brink of extinction. The White Backed Vulture, The Slender Billed Vulture and the Long Billed Vulture have declined by a staggering 99.9% in the last 15 years. This catastrophic decline is due to a drug called "Diclofenac", an anti inflammatory drug commonly administered to sick and dying livestock across Asia. Diclofenac is poisonous to vultures. Vultures that feed from animal carcasses that have been treated with Diclofenac ingest the remnants of the drug, this causes renal failure resulting in death. The decline represents a loss of approx 40 million birds leaving only thousands left in the wild.

The potential loss of Asia's vultures has profound ecological and social consequences. Vultures play a vital role by rapidly disposing of dead matter that would otherwise pose a risk of disease. Due to their decline there there has been a dramatic increase in feral dog numbers, which pose a real risk to human health and safety.

Vultures are often misunderstood and have a rather unsavory image, by using vultures for Parahawking we hope to change our perceptions of them. By interacting and connecting with these majestic birds of prey we intend to raise awareness for the vultures plight. Parahawking is our unique and innovative contribution to help prevent the potential extinction of this important species.





www.parahawking.com

The Parahawking website was started in 2005 to showcase the expanding gallery of Parahawking pictures and movies.

The website currently receives several hundred visits per day, and provides the sponsors with a unique opportunity to advertise and promote their products or services to a specialist market. Blogs, news articles, images and movies are updated regularly. The Parahawking website provide in depth information about Parahawking and vulture conservation. It also serves as an online booking facility for the ever-increasing Parahawking tandem business.

The bi-annual Parahawking newsletter is currently circulated to more than 3000 people.



FACEBOOK

Parahawking joined the Facebook revolution in 2009 and has amassed almost 2000 fans to date. The page is open for fans to post pictures and contribute to the wall with stories and opinions relating to paragliding and vulture conservation.

One of the most successful features of the Parahawking Facebook page has been the Parahawking picture of the day. Each day a new picture is posted either of a paragliding flight or just an interesting image relating to paragliding in general.

The facebook page is regularly updated with on the fly daily news, as well as links to new products and services by the sponsors of Parahawking.



PARAHAWKING MOVIES

2001 saw the release of the first Parahawking movie which received worldwide acclaim and went on to win several international film awards. The movie titled "Parahawking" documented the story of how Parahawking began from the fated rescue of two Black Kite chicks through to the first high flights with the Paragliders.

10 years later, the story has moved on. The sequel "Flight for Survival" focuses on the vultures and their struggle for survival and how Parahawking is helping to change the way we view these ancient raptors. The film is also an in depth portrait into the life of Scott Mason, his passion for birds of prey, and his mission to help save the vultures from extinction.

The film has just been finalised and is currently receiving considerable interest from major international TV networks.



IN THE MEDIA

Parahawking has attracted the attention of the worlds media with features in some of the leading international newspapers and specialist magazines, as well as TV features. Here is a list of just some of the articles.

- National Geographic – (2002)
- Falconry and Conservation Magazine – (2003)
- Austringer Magazine - Welsh Hawking Club journal (2003)
- Time Asia - Best of Asia, Best tonic for a tired brian (November 2004)
- CBS News – short news piece on Parahawking (2004)
- FHM – “Parahawking: things you must do before you die” (2005)
- The Sun newspaper – (2006)
- Barking and Dagenham recorder - March 2007
- Action Asia – Asia Adventure magazine (September 2007)
- Cross Country Magazine - (September 2007)
- Aerial Magazine - Leading French PG Magazine (October 2007)
- Cumbria Soaring Club - Newsletter (October 2007)
- London Metro Newspaper (11th January 2008)
- International Association of Avian Trainers and Educators (IAATE) - (February 2008)
- Outer Edge - Australian Adventure Magazine - (April 2008)
- Mail on Sunday – (27th April 2008)
- Parapente - Leading French Paragliding Magazine (April 2008)
- Japanese Paragliding Magazine – 8 page article including front cover (June 2008)
- Gliedcherm Paragliding Magazine - leading German PG Magazine (June 2008)
- South China Morning Post - (August 2008)
- Wanderlust - (November 2008)
- National Examiner - (March 2009)
- Men's Journal - (March 2009)
- The Oregonian - by Christina Ammon (April 2009)
- Shape Magazine - (April 2009)
- Asia Pacific Business Traveller - (May 2009)
- AsiaSpa Men - (July 2010)
- San Fransisco Chronicle - (November 2009)
- Borsen/Pleasure - Danish Daily Newspaper - (November 2009)
- The Daily Mail Online - (October 2009)
- US Hangliding and Paragliding Association Magazine - (Nov 2009)
- Oryx - Qatar Inflight Magazine - (December 2009)
- American Falconry Magazine - (January 2010)
- Henne Magazine - Norwegian Women's Magazine - (January 2010)
- London Evening Standard - (February 2010)
- The Daily Mail - (February 2010)
- Barking and Dagenham Recorder - (February 2010)
- VG - Leading Norwegian Newspaper - (February 2010)
- Columbus - Dutch Travel Magazine - (Winter 2010)
- HA - Norwegian Newspaper - (February 2010)
- Blue & Blanc - Mexican Travel Magazine - (February 2010)
- Skywings - British Hangliding and Paragliding Magazine - (March 2010)
- Hong Kong Tatler Magazine - (April 2010)
- Discovery Channel - Animal Planet - (April 2010)
- The Nepali Times - (May 2010)
- Cross Country Magazine - (May 2010)
- The Spectator - (Summer 2010)



