



EARTH AMBASSADORS ON INSTAGRAM FOR THE VERY FIRST TIME

28th MARCH 2017 - PRESS RELEASE

*THEY'RE SHARING THEIR DAILY LIVES FROM THE HEART OF THE MOST REMOTE PLACES ON EARTH,
INVITING MANKIND TO RECONNECT WITH NATURE.*

#RECONNECTWITHNATURE

Aix-en-Provence, France - the 28th March 2017 – The link between urban populations and nature is fading considerably. To raise awareness of this, Crosscall - the creator of the outdoor mobile technology market - is opening a window into the world of two ambassadors of nature, Botei and Kuja. Their platform? A place where millions of people connect daily: Instagram.

Botei, a Mongolian falconer, and Kuja, a member of an Amazonian community, are taking it upon themselves to help people rediscover the beauty of nature and the wild via Instagram. They are sharing their unique ways of living thanks to the TREKKER-X3, the new ultra-resistant smartphone from Crosscall, which was given to them by a team that went to meet them. Through their photos they show their day-to-day in these two distant and extreme places, and in doing so, invite the whole world to reconnect with nature.

THE AMBASSADORS: BOTEI AND KUJA



Follow Botei in Mongolia

Botei, a nomadic falconer, hunts with his eagle in the endless steppes of Eurasia, where the extreme temperatures oscillate between -40°C in winter and +45°C in summer. With his photos, he shows us that it is possible to live in harmony with nature. For him, his eagle is not a tool, but a companion that he respects deeply. After eight years together the eagle will return to the wild.

Instagram account of Botei:

 [@botei.eagle.hunter](https://www.instagram.com/botei.eagle.hunter)



Follow Kuja in the Amazon rain forest of Ecuador.

A member of the Achuar community whose history can be traced back millennia, Kuja considers plants and animals to have a soul, just like human beings. Everyday he shares his way of life in the lush and pristine Amazonian jungle — the lungs of our planet. His daily adventures allow us to explore nature at its purest, where climatic conditions are hot, and humidity is often close to 100%.

Instagram account of Kuja:

 @kuja.achuar.people



AN UNPRECEDENTED EXPERIENCE MADE POSSIBLE THANKS TO CROSSCALL

To understand the reality of their everyday, our team went to meet Botei and Kuja and live with them for an entire week. This allowed them to live according to the rhythm of nature, just as Kuja and Botei do.

The film crew that went to these two remote places and live this incredible adventure captured the operation in this beautiful film.

Our two heroes will continue to share the unique lifestyles on their own Instagram accounts for the rest of the year using their TREKKER-X3 smartphones.

A smartphone that is capable of working in extreme conditions, it has an exceptional battery life of 30 days in standby and can endure extreme temperatures (-10°C to +50°C).

This project allows us to really put this technology to the test, as these two exceptional men open a window into their worlds in the hope of reminding everyone of something we've forgotten over time: the beauty and fragility of our planet.

CROSSCALL AND THE RETURN TO NATURE, A LONG-TERM APPROACH

The commitment of the brand goes further. It wants urban populations to re-establish contact with nature, whilst respecting and preserving it for future generations. *"We decided to do this campaign right in the heart of nature,"* explains David Eberlé, Vice-President of Crosscall. *"We wanted it to be completely unique, carried out in the most remote places in order to reveal the incredible beauty of nature using the TREKKER-X3, the only smartphone capable of withstanding these extreme conditions."*

For this, Crosscall supported the Menté Foundation's Ecotourism project. Menté Foundation is an NGO that works towards sustainable development for

communities across Ecuador. Through this specific project, Menté aims to train 14 Achuars in Ecotourism so that they can share their knowledge with the rest of the world. You can support the project by visiting the foundation website.

This unique adventure, thanks to the human investment of the foundation, allowed the teams to discover two very different and authentic ways of life — right in the heart of a wild and still preserved nature. After watching the film, Crosscall invites everyone to continue the experience by visiting the official campaign page and participating in this project to help bring it to life.

Learn more : www.reconnectwithnature.net

[Download HD pictures](#)

PRESS RESOURCES

<http://www.crosscall.com/en/presse>

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ABOUT CROSSCALL

Crosscall, the creator of the outdoor technology market, offers waterproof, resistant and highly autonomous mobiles and smartphones. The French brand is run by a team of enthusiasts who design phones that are perfectly adapted to hostile and unpredictable environments (water, rain, humidity, dust, shocks, ...).

The company has launched the TREKKER-X3, an ultra-resistant, completely waterproof smartphone that has an exceptional 30 days standby time and can withstand extreme temperatures (-10°C to +50°C). With more than one million units sold, and an annual turnover of €30 million, the French company based in Aix-en-Provence is currently pursuing its international expansion.

CROSSCALL.COM     [#CROSSCALL](#) [#RECONNECTWITHNATURE](#)

ABOUT FONDATION MENTE

The Mente Foundation is an NGO that works for sustainable development in communities in Ecuador, including the ACHUAR and their tropical forest. Contact: Julian Larrea, Director of the Mente Foundation. - projects@mente.ec <http://www.asociacionmente.org/>

