

# Bush Babes 4x4 camp proves popular, club launched

Bush Babes, which began as a once-off event for a feature story for [Leisure Wheels](#) in October 2010, has proved so successful that it is now a regular event, which officially launched as the Bush Babes Adventure and Safari Club in the magazine's February issue.



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"It all started with a getting-to-know-each-other-weekend for a few hand-picked women who represent a new market of affluent women who want to enjoy the outdoors and 4x4 lifestyle, but on their own terms," explains Leilani Basson, who initiated the idea. "These women were initially only going to do one camp together as promotional article for a client.

## Gap in the market

"The success of that first weekend showed that there was an enormous gap in the market for women wanting to do their own thing in the outdoors. So, what was intended to be a once-off article morphed into the Bush Babes brand and a series of articles, where these women acted as pioneers to discover new ground on behalf of other like-minded females out there."

The new club is said to have a jam-packed programme of 4x4 training weekends, community projects, survival camps and exclusive safaris for women only.

"After only a month, we have 32 bush-loving babes on board and have already hosted two successful events with Isuzu (our main sponsor) and the Isuzu Off-road Academy for our new club members," says Basson.



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## Upcoming events

"Upcoming events include an outreach to a wolf sanctuary in Reitz, a mother and daughter 4x4 weekend in Magoebaskloof and two exclusive women-only safaris to the Southern Cape and the Wild Coast," she concludes.

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