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Last Chance for Animals Launches New Virunga PSA Campaign With Animal Activist & Model Kenya Kinski-Jones

Daughter of Quincy Jones & Nastassja Kinski Featured in PSAs for International Nonprofit Initiative Dedicated to Helping Critically Endangered Mountain Gorillas in Africa's Virunga National Park

LOS ANGELES, CA--(Marketwired - August 23, 2016) - **Last Chance for Animals (LCA)** announced today that model Kenya Kinski-Jones, daughter of music legend Quincy Jones and supermodel/actress Nastassja Kinski, will be featured in a PSA campaign for one of the international nonprofit's key initiatives: raising awareness for the critically endangered mountain gorillas in Africa's Virunga National Park.

Currently a fashion "It Girl," the 23 year-old Kinski-Jones is featured in designer Stella McCartney's "POP" fragrance campaign, alongside other millennial role models including Madonna's daughter Lourdes "Lola" Leon, actress Amandla Stenberg, and indie pop musician Grimes. Kinski-Jones has also appeared in a fashion campaign for Calvin Klein Jeans and has been featured in virtually every major fashion publication. Now, she's forging a path as an animal activist to help raise awareness for severely endangered animals that are unable to protect themselves.

"Kenya is an extraordinary young woman whose deep passion to protect animals combined with her rising celebrity status will help raise global awareness for the critical situation in Virunga facing the last remaining mountain gorillas on earth," commented LCA Founder and President, [Chris DeRose](#). "We are honored that she has chosen to collaborate with us on such an important issue."

Kinski-Jones is the latest celebrity to join in LCA's efforts to advocate for animals. Other celebrity advocates include Kim Basinger, Pamela Anderson, Priscilla Presley, Randy Jackson, Kathy Griffin, Donna D'Errico and Josh Duhamel, among others.

Watch Kenya's PSA and learn more about LCA's mountain gorilla campaign at www.LCASavingGorillas.org

ABOUT:

Last Chance for Animals (LCA) is a non-profit organization dedicated to eliminating animal exploitation through education, investigations, legislation, and public awareness campaigns. Since its formation in 1984, LCA has succeeded as one of the nation's pioneer animal advocacy organizations. Working internationally,

LCA's Sam Simon Special Investigations Unit documents abuse in research labs, puppy mills, factory farms, and the entertainment industry, and works with prosecutors to enforce animal cruelty laws. LCA's educational and public outreach programs have empowered the public to make positive changes for the animals in their own communities. For more information, visit lcanimal.org.

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