



IT WAS THIS IMAGE OF A RHINO COW THAT HAD HER HORN HACKED OFF WHILE STILL ALIVE AND LEFT WITH ITS CALF STANDING BY ITS MOTHER , THAT INCENSED ME SO THAT I WANT TO HELP IN SOME WAY . FOR ME CRUELTY TO ANIMALS IS UNFORGIVABLE , SO MUCH SO THAT I WANT TO DO ANOTHER SERIES OF 'SHOOT FOR CHARITY' EVENTS , BUT THIS TIME PAN WORLD ALONGSIDE F1 . LIKE MANY PEOPLE I KNOW , I FIND F1 RACES HAVE GROWN TO BE TOO TECHNICAL , AND ONCE YOU SEE THE EXCITING START , IT LACKS THE HUMAN ACTIVITY OF THE DRIVERS IN ACTION !



SO MY IDEA IS TO CREATE A SERIES OF GLAMOROUS 'PARTICIPATION SPORT' EVENTS ALONGSIDE F1 . THE ART OF CLAY PIGEON SHOOTING IS A SPORT THAT NOWADAYS WITH THE TECHNICAL ADVANCES CAN BE TELEVISED SHOWING CLOSE-UP CELEBRITIES HAVING FUN COMPETING AGAINST EACH OTHER .

IN MY PREVIOUS PAN-EUROPEAN EVENTS , MY LOCAL CHARITY HOSTESS HELPED INVITE LOCAL SPORTS PERSONALITIES , MOVIES STARS AND BUSINESSMEN TO JOIN TEAMS TO SHARE THE PROCEEDS RAISED FROM THE EVENT .

AS WE ALL KNOW , OUR WORLD HAS GOOD HUMAN BEINGS AND BAD ONES . IT IS THE TRAFFICKERS WHO ARE EVIL AND GREEDY PEOPLE WHO PAY POOR AND IGNORANT VILLAGERS TO COMMIT HANOUS CRIMES AGAINST OUR FRIENDS THE AFRICAN ELEPHANT AND RHINOS . I SIMPLY FIND THIS POACHING AN ABHORRENT AND UNACCEPTABLE PRACTICE AND IT NEEDS MY EVENTS TO HIGHLIGHT AWARENESS OF THIS CRUELTY AND UNNECESSARY KILLING OF THESE MAGNIFICENT CREATURES FROM OUR PLANET'S MAGNIFICENT WORLD OF NATURE .

FOR MY PART , I WISH TO RAISE FUNDS TO PURSUE THE TRAFFICKERS AND TO SUPPORT IVAN CARTER'S EFFORTS TO HELP THESE POACHERS FEED THEIR FAMILIES IN A DIFFERENT WAY THAN BEING PAID BY UNSCRUPULOUS SCUM WHO SUPPLY LOWLIFE PEOPLE WITH IVORY TO SHOW OFF THEIR WEALTH IN FARAWAY LANDS .

YES , I HAVE HUNTED AND FISHED AROUND THE WORLD , BUT I FIND CRUELTY TO ANIMALS INHUMAN AND I HOPE WITH SUPPORT OF CONSCIENTIOUS SPONSORS MY EVENTS WILL MAKE A CHANGE FOR A BETTER FUTURE AND SO TO PROTECT THESE ANIMALS AS THEY CANNOT PROTECT THEMSELVES FROM A BURST OF BULLETS FROM AN AK47 ASSAULT RIFLE , OR INDEED A SILENT DART TO IMMOBILISE THEM SO THEIR HORN CAN BE SAWN OFF WHILE STILL ALIVE . PLEASE HELP ...



THE SPORTING CLAYS 'TOP GUN' PLAYBOY

IN THE LATE SEVENTIES GEORGE MORETON WAS INVITED TO HIS FIRST CELEBRITY CHARITY CLAY SHOOT BY VICTOR LOWNDES OWNER OF THE LONDON PLAYBOY CLUB ... VICTOR HAD BEEN INVITED BY HIS FRIEND JACKIE STEWART TO FORM A TEAM , SO GEORGE MORETON WAS INVITED TO SHOOT FOR THE LONDON PLAYBOY CLUB .



IT WAS A VERY IMPRESSIVE EVENT WITH ROYALTY , ARISTOCRATS, PLAYBOYS SUCH AS HIMSELF , FILM STARS SUCH AS ROBERT STACK AND GENE HACKMAN , WHOM GM WAS ASKED TO GIVE A LESSON TO, AS WELL AS THE LATE KING OF GREECE ! IAN BOTHAM LED THE SPORTSMEN FROM ACROSS THE SPECTRUM .



Casa de Campo , Dominican Republic



Quail Pakistan with Imran Khan

AS GEORGE MORETON WON THE 'TOP GUN' PRIZE , HE WAS PRESENTED A TROPHY BY THE THEN H.R.H. PRINCESS ANNE , AND SO LEFT WITH A VERY POSITIVE ATTITUDE TO SUCH A FUN, WORTHWHILE AND BENEFICIAL EVENT FOR ALL ...

WITH THE EXTREMELY IMPORTANT ARRIVAL OF TECHNOLOGY ADVANCES IN THE ART OF FILMING , AND AFTER SEEING VIDEOS OF THE OLYMPIC GAMES ETC , HE NOW KNOWS HE CAN CREATE A SENSATIONAL WAY TO COVER ALL ASPECTS OF A GLAMOROUS EVENT WITH FAMOUS MODELS , LOCAL DIGNITARIES AND BUSINESSMEN HAVING FUN WHILE COMPETING IN HIS CLAY PIGEON ' SHOOT FOR CHARITY ' EVENT IN AN ATTEMPT TO HUMANIZE F1 , AS GM FEELS IT



HAS BECOME TOO TECHNICAL .

GM FEELS TV NETWORKS SUCH AS 'THE OUTDOOR CHANNEL' AND F1 SPONSORS , WOULD LOVE TO BE SEEN FILMING FAMOUS DIGNATORIES AND LOCAL BUSINESS PERSONALITIES COMPETING IN SUCH A PRESTIGIOUS EVENT .

GEORGE MORETON'S AIM IS FOR 'SHOOT FOR CHARITY' IS TO BE THE GLAMOUR SATELLITE 'PARTICIPATION SPORT EVENT' FOR COOL PEOPLE MAKING IT THE 'JEWEL IN THE CROWN' OF A F1 SPECTACULAR .



Mrs Flick



Golf - Ernie Els



Mother Teresa - India



Golf - Seve Ballesteros

THIS IS A UNIQUE OPPORTUNITY FOR SPONSORS SUCH AS ASTON MARTIN , WHO SPONSORED GM'S CAR AT THE' ALFRED DUNHILL SHOOTING SEASON ' AND WHO NOW ARE VERY INVOLVED IN F1 SPONSORSHIP . GM ALSO FEELS GUNMAKERS LIKE BERETTA , AND AN ELEGANT OUTFITTER LIKE RALPH LAUREN , SHOULD BE INVOLVED WITH A FASHION SHOW AT THE PRIZE GIVING DINNER . GM FEELS THAT HIS EVENTS SHOULD BE COUPLED TO F1 ON A WORLD WIDE ANNUAL TOUR . GM HOPES A NEW CAR FROM THE SPONSORS WILL BE SHOWN AND SHOT FOR AS 1ST PLACE PRIZE WHEREVER THE EVENT GOES ON THE CIRCUIT .



Stag - Chile



Buffalo - Zimbabwe Safari



Cuba Fishing for Tarpon



GM FEELS THERE WILL BE MANY COOL PEOPLE TO JOIN A TEAM TO BE ABLE TO COMPETE FOR THE COOLEST CARS ON THE PLANET ! GM FEELS MANY SPORTS ORIENTATED SPONSORS SUCH AS DHL AND RED BULL WOULD ALSO BE KEEN TO BE A PART OF SUCH A GOOD CAUSE AS SAVING THE AFRICAN ELEPHANT AND RHINOS ...



GM - PLAYBOY TEAM

GM WANTS TO SUPPORT IVAN CARTER'S (OUTDOOR CHANNEL) EFFORTS TO STOP THE CRUELTY TO ANIMALS WHICH HE FEELS VERY STRONGLY ABOUT . THE POACHING ON THE GROUND IN



Benelli 750



1st Ferrari 365 GTC



Porsche 911S Daily Mail 1969

AFRICA HAS TO BE STOPPED . GM HOPES THE OUTDOOR CHANNEL WILL ALONE CREATE GOOD AWARENESS FOR THIS IMPORTANT CAUSE .

ALL KEEN TRAP SHOOTERS LOVE 'SPORTING CLAYS' , GIRLS LOVE IT TOO . GM HAS BEEN IN LOVE WITH CLAY TARGETS SINCE A CHILD OF 8 WHEN HE SAW HIS FATHER'S FACE WHEN HE POWDERED HIS FIRST CLAY WITH A .410 !

HIS PAST EVENTS , THAT WERE SPONSORED BY ONE OF THE TOP SPORTS EVENT SPONSORS IN THE WORLD , MR JOHANN RUPERT OWNER OF ALFRED DUNHILL AND PURDEY . THE VIDEO



Pamplona



Louisiana Duck Hunting



Nyala South Africa



SHOWS HIS GUESTS TALKING BUSINESS WHILE HAVING FUN BEING COMPETITIVE IN SUCH A ‘ PARTICIPATION SPORT ‘ AS YOU WILL SEE FROM HIS POSSIBLE TEAMS THAT HE HAS INCLUDED A MODELS TEAM AND WELCOME ALL LADY SHOOTERS !

SO WHEN HE SUGGESTED TO JOHANN RUPERT OF VENDOME GROUP , WHO HE HAD JUST MET HUNTING IN AUSTRIA , THAT HE HAD BEEN INVITED TO RAISE MONEY FOR THE NORDOFF ROBBINS CHARITY , HE COMMENTED ‘ BEFORE YOU GO ON , I WILL UNDERWRITE



Snipe shooting in Kashmir



Quail Shooting Cuba '93



Grouse - 621 brace

THE WHOLE THING ‘ . SO HE TEAMED UP WITH RAMPAGE EVENT MANAGEMENT TO ORGANISE THE ROTHMANS SHOOT . IT WAS SUCH A SUCCESS , IT RAISED GREAT PUBLICITY AND \$150,000 THAT HE WAS INVITED BY MR RUPERT TO DO A SERIES OF SHOOTS IN THE UK AND EUROPE , SO GM THEN CONCEIVED THE “ALFRED DUNHILL SHOOTING SEASON”. THESE EVENTS TRAVELED FROM HIGHCLERE CASTLE (HOME OF DOWNTON ABBEY) IN THE UK TO GENERAL FRANCO’S PALACE SPAIN , THEN TO DONAUESCHINGEN CASTLE GERMANY, HOME OF THE FURSTENBERG



Cape Rock pigeons, Capetown



Sailfish - Acapulco



Siberian Roebuck Altai



FAMILY , THEN CONCLUDING IN CHATEAU DAMPIERRE FRANCE ,
HOME OF THE DUC DE CHEVREUSE ... THESE VENUES WERE ALL
A RESULT OF GM'S PERSONAL RELATIONSHIPS WITH THE VENUE
OWNERS AND CHARITY HOSTESSES ...



Sir Jackie Stewart & George Moreton

MR RUPERT SUGGESTED A TRUCK INCORPORATING AN OFFICE AND
SPACE TO TAKE THE MAJORITY OF EQUIPMENT TO ENTERTAIN THE 200 TOP GUESTS IN EACH
COUNTRY AT EACH VENUE, A VERY WELCOME IDEA !

THESE EVENTS ATTRACTED A SERIOUS AMOUNT OF PRESS COVERAGE FOR THE SPONSORS IN
THE SOCIETY PAGES OF MAGAZINES SUCH AS HELLO, HOLA, W. MAGAZINE, THE FIELD, BUNTE



Goldie Hawn - Goa



Great Barrier Reef 1985



*My loader with Elle Macpherson and
Naomi Campbell*

AND GALA AS WELL AS SOCIETY COLUMNS IN NATIONAL PUBLICATIONS SUCH AS THE DAILY
MAIL, THE TIMES AND THE DAILY EXPRESS, AND VARIOUS FINANCIAL PRESS TO DATE ...

HE SUCCEEDED IN RAISING \$500,000 FOR THE VARIOUS CHARITIES THROUGH THESE EVENTS.

IN 1995, ALFRED DUNHILL PURCHASED JAMES PURDEY & SONS, THE FAMOUS SPORTING GUN
MAKERS .



Jackie Stewart team photo with Gene Hackman bottom right



PLAYBOY SPORTSMAN



AN ANNUAL ACHIEVEMENT
Mr. E. Horace Holme, President of the Clay Pigeon Shooting Association, presenting the "Daily Telegraph" Cup to Mr. G. Moreton, winner for the third successive year, at the Sporting Clay Pigeon Shooting Championship Meeting

The Daily Telegraph Sporting Clay Cup



HJ Mulliner Bentley - JACK BARCLAY

WOMAN'S BIG GAME TRIP
TO FLY TO AFRICA AND BACK

Captain W. L. Hope, the famous pilot who has thrice won the King's Cup Air Race, will next week pilot a wealthy sportswoman, accompanied by her maid, into the heart of Kenya.

The woman will shoot big game for a month, and then Capt. Hope will pilot her back to England in time for September 1, when partridge shooting begins.

The woman is Mrs. Moreton, of Pakenham Hall, Norfolk. She is a noted hostess in Norfolk. Her shooting parties include most of the famous game in England. Few of them though can shoot better than their hostess.

"Mrs. Moreton has chartered a five-seater airplane," said Capt. Hope to a "Daily Express" representative yesterday, "and I am taking a wireless installation and a mechanic with me in view of the risk of forced landings.

"We shall make for Nairobi first and then I expect overtake the 'Safari,' which will have gone ahead into the big-game country. Mrs. Moreton will join the 'Safari' when we catch up with it."



My grandmother



THE GEORGE MORETON'S "SHOOT FOR CHARITY" EVENTS ARE THE MOST ELITE CORPORATE ENTERTAINMENTS ENABLING HIM TO GIVE SOMETHING BACK BY FUNDRAISING FOR SUCH A GOOD CAUSE AS STOPPING CRUELTY AND POACHING OF OUR ANCIENT CREATURES ON OUR PLANET . HIS EVENTS CAN BRING TOGETHER ROYALTY , LOCAL MOVIE STARS , LOCAL BUSINESSMEN , LOCAL MODELS AND LOCAL PLAYBOYS WORLD WIDE TO FORM TEAMS ...

THESE EVENTS ATTRACT THE MEDIA AND

THE LOCAL STARS THEY WISH TO GET IN THEIR SIGHTS. CLAY PIGEON SHOOTING IS A WAY



Aspen Skiing 1977

TO CHANGE ATTITUDES. IT DEMONSTRATES THERE CAN BE AN ALTERNATIVE TO BLOOD SPORTS WHICH CAN STILL BE PRESENTED WITH THE GLAMOUR FROM THE OLD TRADITIONS .

GM WAS BORN ON THE 28TH OF OCTOBER TO A FAMILY OF ENGLISH LANDED GENTRY. THE NAME MORETON IS SYNONYMOUS WITH SHOOTING. HENRY DE MORETON WAS RUNNING THE HUNTING FOR WILLIAM THE CONQUEROR IN 1066. IN THE 1930'S HIS GRANDMOTHER WAS FAMOUS FOR SAFARIS TO AFRICA

IN HER PRIVATE PLANE ACCOMPANIED BY HER MAID . HIS FATHER , GUY MORETON WON THE DAILY TELEGRAPH 'SPORTING CLAY CUP' THREE CONSECUTIVE YEARS IN 1929/30/31



Cody Wyoming Celebrity Shootout



Elk Hunting Wyoming



Dubai , Guests of United Arab Emirates

TO KEEP THE COVETED CUP . GUY MORETON WAS OFTEN ADMIRER AS THE BEST SHOT IN ENGLAND. GEORGE WAS BROUGHT UP AT PICKENHAM HALL IN NORFOLK WITH ITS OWN VILLAGE, A FIFTY ROOM EDWARDIAN MANSION SET IN A BEAUTIFUL PARK, SURROUNDED BY 4,500 ACRES OF “SPORTING” ESTATE FOR FARMING , HUNTING , SHOOTING AND FISHING . GEORGE’S COMPETITIVE SHOOTING BEGAN WITH THE WINNING OF THE “SILVER PENCIL” WHEN AT ETON. LATER HE WON AN INTERNATIONAL EVENT IN MERIBEL, FRANCE WITH A BORROWED GUN AT OLYMPIC TRAP IN A SHOOTOFF , HAVING NEVER SHOT THE DISCIPLINE BEFORE ! FOLLOWING HIS ACHIEVEMENT HE WAS ENCOURAGED TO TAKE UP COMPETITIVE SHOOTING. GEORGE DROVE THROUGH THE NIGHT IN HIS FERRARI AT 140 MPH (BEFORE SPEED TRAPS) MOST OF THE WAY TO BRESCIA WHERE HE COMMISSIONED A PERAZZI ‘GRANDITALIA’ COMPETITION SHOTGUN. HE RETURNED TO ENGLAND AND BEGAN TO PRACTICE ON CLAYS WITH AN EYE TO THE MOSCOW OLYMPIC GAMES. AFTER COMPLETING THE USUAL FIVE YEARS



Partridge Pakistan



Warthog South Africa



Chamois with Aston Martin Shooting Brake



Greece Mouflon #2 in World



Fallow Buck Germany



Audi RS4



Siberia Capercaillie



Eland South Africa



Playing cricket with legend Imran Khan



Golf with HH The Maharaja of Jodhpur



My Birthday



The Whatever Ibiza 1980



Trout Fishing with Hemingways Sun Valley US