



23 April 2013 - A second helicopter crash has left the Lowveld in a state of shock. The crash that has claimed the lives of four people was reported this morning near Schoemanskloof.

Friends have confirmed the death of Lion Sands Private Game Reserve CEO Nicholas (Nick) More and former CEO of York Timber Holdings, Lance Cooper. Local police authorities have not been able to confirm the names of the other two deceased but local media have reported them as being Pierre de Villiers and Elmarie Martens.

The three passengers and pilot (Nick More) were killed when the Robinson R44 helicopter crashed in the Schoemanskloof valley. "The helicopter was reported missing around 08:00 in the morning, and we were later informed that it had crashed in the Schoemanskloof valley close to the Bambi Hotel on the N4," said Mpumalanga police spokesperson Colonel Leonard Hlathi. "All four passengers – three men and one woman - were confirmed dead upon the police's arrival at the scene," said Hlathi.

The helicopter was reportedly flying from White River to Johannesburg at the time of the incident. Friends confirmed that the group were on their way to attend meetings in Johannesburg. This is the second such tragedy in the province within the space of a month, after five South African National Defence Force (SANDF) soldiers were killed in a helicopter crash in the Kruger National Park on March 30.

More (46) was well known in environmental circles for establishing the 4000ha Lion Sands Private Game Reserve, situated in the world famous Sabi Sand Game Reserve close to the Kruger National Park, in 1999.

More matriculated from Saint Andrew's College in Grahamstown in 1985, and moved on to Stellenbosch University, where he attained a Bcom degree in Economics.

He worked for twelve years as a portfolio manager at Rand Merchant Bank before turning his focus to eco-tourism and luxury safari businesses, establishing the Lion Sands Reserve along with his brother, Robert More.

At the time of his death, More was the CEO of Lion Sands. Under his tenure, the reserve won numerous international accolades, including the title of Best Luxury Lodge in the World at the 2009 World Luxury Hotel Awards.

Sabi Sand CEO, Andrew Parker, said that family members and friends were still in shock over the incident and were therefore not yet ready to talk to media.

"The issue is very sensitive and everyone is still in shock. We have yet to process all the details," said Parker.

More is survived by his wife, Jean, and four sons

Nick was an owner of the More group alongside his brother.