EAST LONDON
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It's animal crackers week in your Advertiser!

LIFE WITH THE LIONS

FORGET blood curdling tales about the Beast of Bodmin Moor.... the Lions of Limehouse let out a chilling roar across the East End this week.

Dozens of dangerous maulers have been spotted stalking around East London, fighting for scraps of meat and growling loudly as they roll around on the floor together.

But don't panic, for this pride of lions are actually humans striving to beat the everyday pressures and stresses of life.

And on Tuesday, St Nicholas' Parish Church in Poplar played host to the group's bizarre beastly rituals.

And these included flinging chunks of roast meat around a room and letting the 'lions' eagerly devour it.... stopping only to lick the greasy morsels off each others' faces.

Lee Servis meets the Lion King and his culture cubs

The man behind the revolutionary new stress-busting technique is self-styled Lion King, Baba Wa Simba - whose last name means lion in Zulu.

The Kenyan-born American has spent the last week recruiting "young cubs" into his East London Pride.

Simba, 50, who spent four years working at east Africa's Masia Mara Lion Sanctuary, explained: "Those animals gave me something no human ever did. I left the pride with a personal strength that will never fail me."

And he believes the age-old lessons he learned from the regal beasts can stand mankind in good stead when it comes to coping with modern day pressures.



Simba's pride and joy - some of his young cubs prove what a roaring success the East London Pride has been

RESTRAINTS

"Society's normal restraints are left at the door of our meetings," added Simba.

"The order of the Pride takes precedence. By roaring and eating meat together as a family group the Pride is able to tap into a primal, almost trance-like state.

And Simba added: "The roaring gives members a surging sense of strength which attacks strife and petty concerns, leaving Pride members sleepy and completely relaxed."