

**NORTH AMERICAN
SAVE THE RHINOS
CAMPAIGN**



E-Newsletter

April 2006



Welcome to the Campaign!

Welcome to the North American Save the Rhinos Campaign, an effort to raise funds for rhino conservation and increase awareness of the major challenges we face in protecting wild rhino populations. The Campaign goal is to secure a future for three of the world's most critically endangered rhinoceros species. The Campaign is managed by the International Rhino Foundation (IRF) in collaboration with the Rhino Advisory Group (RAG) and Rhino Species Survival Plan (SSP) of the Association of Zoos and Aquariums (AZA), and with Ecko Unltd., an urban wear company that features the rhino in its logo.

This is the premier issue of what we intend to be a monthly electronic newsletter – distributed to anyone interested in becoming involved in the Campaign. For example, the newsletter will be sent to representatives of SSP/IRF institutions that already contribute to *in situ* rhino conservation projects, those that maintain one or more rhino species in their collections, and even those zoos without rhinos but interested in promoting rhino conservation because they exhibit species like elephants, tigers, and tapirs from the same habitat or because they just plain love rhinos! We will also engage companies that use the rhino logo or name in marketing, as well as foundations and individual donors that contribute to wildlife causes. Schools, community organizations, and others are all encouraged to join us.

The Campaign has tangible, measurable objectives. In terms of threatened rhino populations, we are targeting these three rhino species:



Sumatran Rhinoceros – The dual objective is to double the current population in Sumatra from 200 to 400 animals through direct support of Rhino Protection Units (RPU) and to increase the current captive population by facilitating exchanges between North American zoos and Southeast Asian breeding centers.



Indian Rhinoceros – The primary objective is restore rhinos to three protected areas in India that have lost or lack rhinos, via translocation programs, establishing minimum populations of 100 individuals in each reserve. A secondary but supportive objective is to enhance captive populations (as back-up to the wild ones) by exchange of rhinos and expertise between U.S. and Indian zoos.



Black Rhinoceros – One objective is to add at least 100 new animals to secure habitats over the next ten years as part of the Southern African Development Community (SADC) Rhino Range and Population Expansion Program, including the re-establishment of black rhino populations in countries where this species has been extirpated. An additional objective is to continue support of anti-poaching activities and field veterinary care and rescue for black rhino.

To achieve these objectives, we have set the goal of increasing financial support pledged by North American zoological institutions, foundations, and corporations from approximately \$1.2 million to \$2 million per year. In the process, we will work with these same participants to increase public awareness of rhino survival needs and conservation programs.

Make Use of the Campaign Toolkit

The Campaign has produced a toolkit that participants can use to educate and fundraise for rhino conservation. There is the Info Pack, a bound document chock full of technical information and ideas for engaging the public. The Info Pack is also available on CD, and includes PDF files of the Campaign brochure and poster, which can be customized. Printed copies of the brochure can also be ordered the Campaign webpage (www.rhinos-irf.org/savetherhinos). Additional folders on the CD include educational materials, a comprehensive photo gallery, and sets of fonts and logos useful when reproducing any of these materials in-house. There is also the Campaign logo magnet, which can be ordered from IRF and sold or distributed to raise funds. The e-newsletter will provide monthly updates, but please check the IRF website often for the latest Campaign news.

Zoological Institutions Join the NA Save the Rhino Campaign

Institutions involved in this Campaign represent the United States, Canada, Mexico, and Australia. About 90 accredited North American zoological institutions maintain one or more species of rhinoceros in their animal collections. About a quarter of these institutions have historically supported *in situ* conservation efforts in collaboration with the International Rhino Foundation, and several others have recently pledged support or have expressed an interest in doing so. A number of institutions do not maintain rhinos in captivity, but have historically teamed with IRF to support field projects or have indicated that they intend to do so. The table below identifies the various institutions and their current status with regard to the Campaign.

<u>INSTITUTION</u>	<u>TRADITIONAL SUPPORTER</u>	<u>NEW PLEDGE</u>	<u>POTENTIAL CONTRIBUTOR</u>
AAZK Bowling for Rhinos	+		
Africam Safari			+
African Lion Safari & Game Farm Ltd.		+	
Albuquerque Biological Park			+
Audubon Zoo			+
Birmingham Zoo			+
BREC's Baton Rouge Zoo			+
Brevard Zoo			+
Bronx Zoo (WCS)			+
Brookfield Zoo	+		
Buffalo Zoological Gardens			+
Busch Gardens – Tampa Bay	+		
Caldwell Zoo			+
Cameron Park Zoo			+
Chehaw Wild Animal Park			+
Cheyenne Mountain Zoo		+	
Cincinnati Zoo and Botanical Garden	+		
Cleveland Metroparks Zoo			+
Columbus Zoo and Aquarium	+		
Dallas Zoo			+
Denver Zoological Gardens			+
Detroit Zoological Park			+
Disney's Animal Kingdom	+		
El Coyote Ranch	+		
El Paso Zoo			+
Ellen Trout Zoo			+
Erie Zoo			+
Fort Worth Zoological Park	+		
Fossil Rim Wildlife Center	+		
Gladys Porter Zoo	+		

INSTITUTION	TRADITIONAL SUPPORTER	NEW PLEDGE	POTENTIAL CONTRIBUTOR
Glen Oak Zoo		+	
Granby Zoo			+
Great Plains Zoo & Delby Museum			+
Henry Vilas Zoo			+
Honolulu Zoo			+
Houston Zoo, Inc.	+		
Indianapolis Zoological Society, Inc.	+		
International Animal Exchange, Inc.		+	
Jackson Zoological Park			+
Jacksonville Zoo and Gardens			+
Kansas City Zoo	+		
Knoxville Zoological Gardens			+
Lee Richardson Zoo			+
Lincoln Park Zoo			+
Lion Country Safari			+
Little Rock Zoo			+
Los Angeles Zoo and Botanical Gardens	+		
Louisville Zoological Gardens			+
Lowry Park Zoological Society of Tampa, Inc.		+	
Maryland Zoo in Baltimore			+
Memphis Zoo			+
Mesker Park Zoo and Botanic Garden		+	
Miami Metrozoo			+
Milwaukee County Zoological Garden			+
Minnesota Zoological Gardens	+		
Montgomery Zoo		+	
Mountain Zoo Conservation & Breeding Centre			+
Nashville Zoo, Inc.			+
North Carolina Zoological Park			+
Oklahoma City Zoological Park	+		
Omaha's Henry Doorly Zoo			+
Oregon Wildlife Foundation			+
Oregon Zoo			+
Parque Zoologico de Leon			+
Peace River Center for the Conservation Of Tropical Ungulates	+		
Philadelphia Zoological Garden		+	
Phoenix Zoo			+
Pittsburgh Zoo & PPG Aquarium			+
Potter Park Zoological Gardens		+	
Racine Zoological Gardens			+
Reid Park Zoo			+
Riverbanks Zoo and Garden		+	
Rolling Hills Wildlife Adventure		+	
Saint Louis Zoological Park			+

INSTITUTION	TRADITIONAL SUPPORTER	NEW PLEDGE	POTENTIAL CONTRIBUTOR
San Antonio Zoological Gardens & Aquarium		+	
San Diego Zoo & San Diego Zoo's Wild Animal Park	+		
San Francisco Zoological Garden			+
Sedgwick County Zoo			+
Smithsonian National Zoological Park			+
The Wilds			+
The Zoo – Northwest Florida Zoological Park and Botanical Garden			+
Toledo Zoological Gardens			+
Toronto Zoo		+	
Tulsa Zoo and Living Museum			+
Utah's Hogle Zoo			+
Virginia Zoological Park			+
Western Plains & Taronga Zoos	+		
White Oak Conservation Center	+		
Wildlife Safari, Inc.			+
Wildlife World Zoo			+
Woodland Park Zoo	+		
Zoo Atlanta			+

Since the official launch of the North American Save the Rhinos Campaign, 33 institutions have contributed or pledged their support, including 13 (see table above) that have not previously contributed to rhino conservation through the IRF.

The Campaign Across the Pond

The North American Campaign was inspired in part by the Save the Rhinos Campaign launched in September 2005 by the European Association of Zoos and Aquariums (EAZA). It is supported by Save the Rhino International, a close partner of IRF. About 110 zoos have already joined, with 101 being EAZA members. The EAZA Campaign target is 150 zoos. Many zoos without rhinos participate in EAZA species campaigns by tradition now – rhinos are the fifth EAZA species campaign. Most zoos are planning fundraising and educational events at the visitor level. For example, Dutch zoos have launched a national campaign involving all 15 zoos (just a third have rhinos) – one activity is a sponsored rhino run between several zoos with rhinos in The Netherlands. Sixteen zoos joining the Campaign in France are organizing a rhino week, with talks, drawing competitions, and educational activities and games. Zoos across Europe share rhino exhibits and Campaign ideas in a coordinated effort to raise maximum funds and awareness. Zoos are ordering and reselling Save the Rhinos Campaign merchandise in their shops prepared especially by companies for the Campaign. Most suppliers are also donating 10% of their sales price to the EAZA Campaign – a bonus. The EAZA

Campaign is supported by Save the Rhino International, a close IRF partner. For updates on the European campaign's progress and activities, please visit <http://www.savetherhino.org>.

Giving Back to the Wild

The rhinoceros has always been a symbol of strength. Rhinos are tough, with skin like armor. We know better, however, due to the success of poachers. Yet companies continue to use the image of rugged and seemingly invincible rhinos to sell products – whether by name, slogan, or graphic. The Campaign seeks to involve every company in North America that uses the rhino in marketing by asking that those same companies contribute to the protection of wild rhino populations in their natural habitats. Taking the lead is Campaign partner Ecko Unltd.

In January 2005, Marc Ecko, founder and CEO of Ecko Unltd., sparked the North American Save the Rhinos Campaign with a major multi-year commitment to the International Rhino Foundation. By leveraging this contribution, the Campaign hopes to raise an additional \$200,000 from companies that employ a rhino image. Ecko Unltd. hosted a Save the Rhinos benefit concert in New York's Central Park last June, selling out to a raving crowd of 5,000 who came to see the Roots and other hip-hop bands. Rhino conservation messages were flashed across the stage, and Save the Rhinos t-shirts sold like hot cakes. Ecko plans to host a second concert in June 2006.

AZA's *Communique* to Focus on Rhinos

In support of the North American Save the Rhinos Campaign, the August issue of AZA's monthly magazine, *Communique*, will be themed on the rhino. This will give participants an opportunity to publicize educational and fundraising activities sponsored by their institutions, as well as other Campaign involvement. Zoos are invited to submit articles and photos in electronic form to Julie Dunn, Campaign Manager (NASavetheRhinos@rhinos-irf.org), by May 10, 2006.