

PHOTOS COLCHESTER ZOO

Yet another successful campaign at Colchester Zoo?

source Rebecca Perry, Colchester Zoo

Campaign activities have got off to a flying start this year at Colchester Zoo. The Halloween half term, which was soon after the launch of the EAZA Rhino Campaign, seemed a perfect opportunity to get the campaign up and running. A shadow puppet show ran daily throughout this holiday, promoting the campaign and explaining how animals are persecuted for their body parts.

Reggie, our cuddly rhino mascot, is now based at the KD theatre where he appears daily to tell children of his plight in the wild. Our four white rhinos can be found in their mixed paddock in the African zone, where visitors can read all about the different species of rhinos, their adaptations to the wild and the problems they are facing. Visitors can also listen to our presenters' rhino talks or get close to their own rhino by having their picture taken with our life-size bronze rhino statue which is situated in the 'Kingdom of the Wild'.

The year ahead will be busy with rhino activities. The fundraising and children's activity packs are all in the final stages of production and will be ready for visitors soon. Children can also take part in our Rhino Ranger Week, where they can follow our rhino-orientated trail, try and guess the weight of 'Simba' our male rhino, or take a look at our rhino stall. Adults have not been forgotten – they can buy themselves some rhino dung for their gardens! We hope that with the combined efforts of our education, marketing and keeper teams we will have another successful fundraising year here at Colchester Zoo.



Dutch campaign tradition

source Jeannette van Benthem, NVD

As with all previous EAZA Conservation Campaigns, the members of the Dutch Zoo Federation (NVD) collectively prepare campaign materials and organise a joint national campaign launch. A special campaign working group has designed three education panels (1 x 1 m), which will be



PHOTO AMERSFOORT ZOO

placed in all 15 member institutions, and will inform the visitors about the campaign and its goals. In addition, preparations have been made for a national kick-off, which will take place in Safaripark Beekse Bergen (Hilvarenbeek) on 18 February 2006.

On this day, a 'Rhino Run' will be organised between the five rhino keeping NVD member zoos (Hilvarenbeek, Emmen, Rotterdam, Amersfoort and Arnhem), which will start with a group of WWF Rangers walking from the Tilburg train station to Safaripark Beekse Bergen (about 8 km). To ensure national media attention for the rhino campaign and its launch, a famous Dutch TV-personality will be present during this activity. The 'Rhino Run' will continue between the other four rhino keeping institutions on the succeeding days.

All 15 members of the Dutch Zoo Federation will furthermore organise their own campaign activities, e.g. raising funds for the rhino conservation projects through collection boxes and selling the campaign merchandise as well as raising awareness through special rhino education programmes.

Amersfoort Zoo for example already started a 'Save the Rhinos' exhibition. The zoo has placed a rhino transportation container in a public area, together with information on the campaign – using the Rhino Info Pack and sample posters – and a small rhino statue. A money spinner is also placed near the container to inspire visitors to donate funds.

