



NEWSLETTER

FEBRUARY  
2012

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Make your 2012 Resolution A 'Shark's Fin-Free' One  
Singapore Cruise Centre to help save Coral Triangle

CELEBRATE  
EARTH  
HOUR  
@ ORCHARD

## THE PANDA TIMES

### Earth Hour 2012 - I Will If You Will

Turning out the lights for an hour is an important step. But it's just that – a first step. We need to give more of ourselves. To learn more and do more.

The question is how? After all, we only do more if we feel like we're getting something in return.

That's where this year's theme comes in. "I Will If You Will" is a challenge-based platform that encourages people to make a difference in the world by offering them something in return. It aims to inspire individuals, communities, businesses, celebrities and government agencies to create their own challenges to protect the planet. This will in turn result in a positive chain reaction, galvanizing more to take urgent action to protect the environment.

From something as personal as Dad preparing dinner for six months if Mum recycles for one year, to the Girl Scouts swapping 100,000 incandescent bulbs if the Boy Scouts raise \$50,000 for WWF's forest campaign, everyone can

do their part because big or small, every action adds up.

### Join us at Orchard Road

In line with this year's Earth Hour theme, **WWF Singapore is urging 3,000 Singaporeans, residents and individuals to sign up and be an Earth Hour Ambassador.**

All Earth Hour Ambassadors will have the opportunity to be a part of the first ever Earth Hour human formation in Singapore.

The formation in the shape of '60+ SINGAPORE' will take place at the heart of Orchard Road. '60' stands for the 60 minutes in an hour; and the '+' emphasises the importance of going beyond the initiative of 'switching off lights' for just one hour, encouraging individuals to proactively undertake sustainable action to protect the environment.

Action speaks louder than words. As an Earth Hour Ambassador, you will be an advocate for the world's largest

environmental movement.

To empower you and the people around, you will receive an Ambassador Kit that includes an informative guide on eco-friendly living, a special edition of the Earth Hour 2012 t-shirt and cap and other goodies. There is a joining fee of \$35 per person. For Group registration of 20 Earth Hour Ambassadors or more, the fee is \$30 per person.

Everyone is invited to attend the eco-carnival and concert. WWF Singapore official Earth Hour Ambassador, Nadya Hutagalung and the other celebrity supporters will be there as well. Bring along your environmentally-friendly candles made out of beeswax or vegetable wax to light up the darkness when the power is switched off at 8.30 pm.

WWF's Earth Hour is sponsored by IKEA, and supported by Orchard Road Business Association (ORBA) and Ngee Ann City. Other key organisational partners include Leo Burnett, MindShare, and Weber Shandwick. Power98 FM and 883Jia FM are the Official Radio Stations.

WHAT  
ARE YOU  
WILLING  
TO DO

TO

SAVE  
THE  
PLANET?



EARTH HOUR MARCH 31 8:30PM



#### DATE :

31 March 2012,  
Saturday

#### TIME :

6.30pm – 10.00 pm

#### VENUE :

Ngee Ann City,  
Civic Plaza,  
Orchard Road

### SIGN UP TODAY!

For companies who are keen to sign up for their staff, or sponsor the event or take up a booth at the eco-carnival, please contact Lee Foong Leng or Anthea Kiu at [flee@wwf.sg](mailto:flee@wwf.sg) or [akiu@wwf.sg](mailto:akiu@wwf.sg) for more details.

For other enquiries, please call **6730 8100** or email [earthhour@wwf.sg](mailto:earthhour@wwf.sg)



## NEWS & EVENTS

### Javan Rhino Extinct in Vietnam

WWF and the International Rhino Foundation have confirmed the extinction of the Javan rhinoceros (*Rhinoceros sondaicus annamiticus*) in Vietnam.

Genetic analysis of 22 dung samples from 2009 – 2010 affirmed that the samples all belonged to a rhinoceros that was found dead in the park in April 2010. The findings pointed out poaching as the likely cause of death as the rhino was found with a bullet in its leg and had its horn removed.

“The last Javan rhino in Vietnam has gone,” said Tran Thi Minh Hien, WWF Vietnam Country Director. “It is painful that despite significant investment in the Vietnamese rhino population conservation efforts, we failed to save this unique animal. Vietnam has lost part of its natural heritage.”



Javan Vietnamese rhinoceros (*Rhinoceros sondaicus annamiticus*)

### Black Rhino Flies to New Home video

A group of 19 critically endangered black rhinos have been moved from South Africa's Eastern Cape to a new range in the Limpopo province to encourage increased breeding and population growth. The location is the seventh new habitat established by the WWF's Black Rhino Range Expansion Project.



A black rhino is being transported by helicopter to an awaiting land vehicle. The helicopter trip lasts less than 10 minutes and enables a darted rhino to be removed from difficult and dangerous terrain. The sleeping animals suffer no ill effect.

### Outreach Activities in November 2011

In November last year, WWF Singapore gave a talk on wildlife conservation to 200 students from the Tanglin Trust School. The children, aged between six and seven years old learnt about endangered animals and the importance of saving them from extinction in the wild. The youngsters also displayed their affection for these animals with exuberant responses to the photos and stories they saw and heard.

Earlier in the month, we also spoke on the topic of sustainable seafood and the Coral Triangle region at the National Junior College. Many of these teenagers demonstrated their commitment to saving sharks by participating in the 'Say No to Shark Fin' pledge. The students also watched a movie "The End of the Line" which is a documentary on the devastating effects of overfishing.



Students pledging their support for shark conservation.

### Mathew's 8th Birthday Present

Instead of the latest toys for his 8th birthday party, Mathew Peter Wong asked his guests to make a donation to WWF Singapore. A sum of \$320 was raised and in his letter to WWF-Singapore, Mathew explained his reason for doing so.

“I hope this money can be put to good use saving endangered animals,” he wrote.

Thank you Mathew for your generous gift.



**WATCH  
THE VIDEO**