

Bowling for Rhinos 2014 Conservation Resource Grant Update

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The Bowling for Rhinos Conservation Resource Fund is a competitive grant available each year for applicants involved with rhino conservation and/or research projects. The final 2% of Bowling for Rhinos monies raised over the \$160,000 mark each year are set aside exclusively for this grant. In 2013, \$3426.22 was granted to RhiNO Remedy to fund their “Be Powerful” campaign. This educational outreach program was completed in April 2014 with a custom animation and posters geared to promote behavioral change. AAZK has been recognized as the primary sponsor of this project and is recognized on the RhiNO Remedy website. The materials urge potential rhino horn consumers to “Be Powerful” by making the right choice to have a positive impact on rhino conservation. Partner, Chengdu Panda Base (a non-profit research base for giant pandas and other rare animals in the Peoples Republic of China) has made the materials available in their illegal trade exhibits, but will also be widely distributing the materials, particularly in rhino horn consumer countries. The animation link is available on You Tube and electronic versions of the posters are available or Bowling for Rhinos coordinator use via AAZK Online.

RhiNO Remedy is also the recipient of the Bowling for Rhinos Conservation Resource Fund for the 2014 funding cycle. \$6,784.48 will be granted to the organization to support travel for two youth ambassadors from the United Kingdom to attend the World Youth Rhino Summit in South Africa in September of 2014. This First Annual summit is a world-wide call to action to save the rhino from extinction, led by Africa’s young conservation leaders. This gathering of 100 specially selected young conservationists aged 15-17 from around the world will be held in KwaZulu-Natal’s iMfolozi Game Reserve, known internationally for its role in saving the southern white rhino from extinction 100 years ago. The event is managed by a collaboration of lead organizations including: Ezemvelo KZN Wildlife (www.ekznw.co.za), Kingsley Holgate Foundation (www.kingsleyholgate.net) and Project Rhino KZN (www.projectrhinokzn.org). The summit is also supported by more than 18 other conservation organizations and sponsored currently by more than 20 African and Global sponsors and will generate media interest. The American Association of Zoo Keepers has funded this project to ensure that the next generation of conservation leaders’ voices are heard at a global level.

Link for RhiNO Remedy Video: <http://www.youtube.com/watch?v=mJ0XSQTYtp8>