



AFRICA ALIVE!

The Zoological Society of East Anglia

Africa Alive! has supported Save the Rhino International since 2014. This year, we're even more proud to support them as our ambassador conservation charity in celebration of our 50th anniversary year. At Africa Alive! we are home to white rhinos, loved by our visitors and keepers alike.

Sarah Lee | Conservation Coordinator, Zoological Society of East Anglia

Conservation is the backbone to all we do at the Zoological Society of East Anglia and we will continue to do all we can to help species thrive in the wild.

During the past four years, we've raised more than £8,000 to support the rangers protecting rhinos on the ground. From purchasing essential equipment such as sleeping bags and uniforms, to re-thatching the roof at the rangers' camp, we know the money is supporting the people that need it most.

Throughout 2018 and 2019, we'll be fundraising directly for one of Save the Rhino's programmes: Hluhluwe-iMfolozi Park in Kwa-Zulu Natal, South Africa. The rhino poaching threat in South Africa has meant that rangers here have drastically stepped up their monitoring and patrol efforts to protect the Park's rhinos.

This often involves extended overnight camping trips to patrol large areas of the Park and having a 24/7 presence in the zones most vulnerable to rhino-poaching incursions. The teams are spending much more time in the field and the need for essential equipment for them to operate is ongoing. This is where funds donated from Africa Alive! are vital.

As well as a number of rhino-themed fundraising events planned across the year, our team is also walking-the-walk – literally – we are hiking to raise more funds for our horned friends! Six intrepid staff members from Africa Alive! will attempt



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the extremely gruelling and sleep-depriving 'Three Peaks Challenge' this year, with money raised from this brave challenge going to Hluhluwe-iMfolozi.

We are so happy to be part of the conservation effort for these amazing animals and are proud that we are working with Save the Rhino International to further our commitment to protect and conserve these ever-fascinating but severely threatened creatures.

Find out online about our next event Visit – and save – rhinos: www.africa-alive.co.uk/visit-the-park/events



A rhino in Borlänge

From an early age, watching the London Marathon was must-see viewing for British-born James Last – the Rhino Runners were, as always, a big part of that experience. His love of running and rhinos meant there was only going to be one result. Now living in Borlänge, Sweden, Rhino Runner James brought the costume to his adopted country for the inaugural ‘Rhino Run Borlänge’.

Adam Shaffer | Fundraising Officer

For James, just collecting the rhino costume from our London office, crossing central London dressed as a rhino and handing it over to a removal firm for shipping to Sweden, was an adventure in itself.

James’s introduction as the Running Rhino was 2018’s Gothenburg half marathon, a race of around 40,000 runners. For most of the people running or spectating, this would have been an unforgettable introduction to the famous rhino costume.

“The support on course was fantastic, I could actually hear the supporters’ cheers travelling along the road ahead of me

Standing out like a sore thumb does have its advantages. Post-race, James was herded into a Swedish television studio for an interview in costume – not ideal when your pulse is through the roof. Nonetheless, the clip has been viewed more than 14,000 times on Facebook, a national newspaper ran a full-page feature and five regional papers also covered James’s Running Rhino heroics.

Following up from Gothenburg, James worked hard to generate excitement for his very own charity run, the Rhino Run Borlänge, with all surplus revenue from race registrations coming to Save the Rhino.

The charity run took place in early September 2018. As event organiser, James went all out to ensure a successful debut. Featuring both 5 km and 10 km races, each participant’s race pack contained printed numbers and a professional chip-timing system. To attract as many people as possible, for this first year James kept the entry fee low. He also managed to source race sponsorship, and donations of sports drinks and lottery prizes. The event attracted a wide range of competitors. James had always emphasised that the race was for everyone: walkers, joggers and club runners alike.

James Last has gone from long-time admirer to Rhino Runner. With the triumph of the Rhino Run Borlänge under his belt, everybody here at Save the Rhino is excited to see what he does next.

ALL IMAGES: JAMES LAST



Above: James and rhino costume in Sweden

Left: James’s event in Sweden went so well that he’ll be putting on more!

