

**“THE RHINO  
IS EXTREMELY  
THREATENED. WE NEED  
TO STOP POACHING  
BEFORE THE DAMAGE  
IS IRREVERSIBLE.”**

WILD RHINO YOUTH AMBASSADOR

Tran Thi Phuong Anh

VIETNAM, RHINO NEED YOUR HELP.  
LET'S STOP THE FALSE BELIEFS ABOUT  
RHINO HORN, AND SAVE THE SPECIES.

**VIETNAM, BE MY HERO**

Rhinos are dangerously close to becoming extinct. Forever. It's NOT because rhinos are a danger to people. It's NOT because they have anything we need. It is only because of the horn on their heads. They are being killed because of the false belief that the horn is a form of medicine. Even though it has been proven that the horn has no medicinal properties at all, the poaching continues. Right now, rhino poachers are planning their next move. So we have to make ours to save the rhino, and we have to do it soon.

[www.wildrhino.org](http://www.wildrhino.org)



SCAN THE QR CODE  
TO LEARN MORE!

Wild Rhino is a campaign with the objective of reducing the illegal demand for rhino horn in Vietnam. The campaign is a partnership initiative with schools and the business community in Ho Chi Minh City, Vietnam. It is implemented in association with Wilderness Foundation Africa, Peace Parks Foundation and Soul Music Academy.

**WILDERNESS  
FOUNDATION  
AFRICA**

