

**“WE NEED TO  
MAKE PEOPLE  
FEEL ASHAMED  
OF CONSUMING  
RHINO HORNS.”**

WILD RHINO YOUTH AMBASSADOR  
Jean-Paul Jankowski

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

**VIETNAM, BE MY HERO**



SCAN THE QR CODE  
TO LEARN MORE!

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)

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.

