

VIETNAM, BE MY HERO

The rhinoceros (rhino) is a large mammal native to Africa and Asia, and is the second biggest land mammal in the world, only smaller than the African elephant. The rhino is a peaceful herbivore that spends its days eating, playing and raising its young.

The average rhinoceros can live to be 60 years old in the wild. Sadly, though, most rhinos in the wild will never reach this age because more than 3 of them are being killed for their horn each day. Because of this senseless poaching, rhinos are dangerously close to being extinct in the wild. Forever.

DID YOU KNOW?



RHINOS
NEED THEIR HORNS
TO DEFEND THEMSELVES
FROM PREDATORS



RANGERS
— WORKING TO PROTECT —
WILDLIFE
SUCH AS RHINOS
ARE KILLED
SOMETIMES
 IN THE LINE OF DUTY,
LEAVING THEIR OWN
FAMILIES IMPOVERISHED

UP TO **80%**
OF THE WORLD'S
ILLEGALLY TRADED
RHINO HORN
IS CONSUMED IN
VIETNAM



**“WE NEED TO TALK
WITH OUR FAMILIES
AND FRIENDS ABOUT
THE HARMFUL
EFFECTS OF KILLING
RHINOS FOR THEIR
HORNS.”**

WILD RHINO YOUTH AMBASSADOR
Truong Quang Hai

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



WILDERNESS
FOUNDATION
AFRICA



WILD RHINO
FOREVER
WILD
WILDERNESS
VIETNAM, BE MY HERO

www.wildrhino.org

WILDERNESS
FOUNDATION
AFRICA



PUTTING A STOP TO RHINO POACHING MEANS SPREADING THE WORD. IT MEANS TAKING UP THE FIGHT AGAINST FALSE BELIEFS AROUND RHINO HORN, AND PASSING THE MESSAGE ONTO EVERYONE YOU KNOW. JOIN THE CAUSE TO BE ON THE FRONTLINE OF MAKING A CHANGE THAT WILL SAVE THIS AMAZING ANIMAL FROM EXTINCTION.



IMPORTANT FACTS TO KNOW AND SHARE



- Rhinos are not a threat to humans. They only become aggressive when they need to protect themselves.
- Rhinos have been part of our world for millennia. If there are no more rhinos in the wild, it could have devastating effects on the delicate balance of natural biodiversity - ecosystems that humans also rely on to survive on this earth.
- Rhino horn is made of keratin - the same type of protein that makes up hair and fingernails in most animals including humans - and does not have any medicinal or spiritual healing properties. It cannot cure cancer, doesn't reduce the effects of a hangover, or any other affliction, and it is an entirely hollow status symbol.
- The use of rhino horn products means you are supporting the killing of an already endangered animal.
- Rhino poaching is a crime.

Why are these gentle giants being killed? 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 beliefs that the horn is a form of medicine. Even though it has been proven that the horn of a rhinoceros is made of keratin - the same type of protein that makes up hair and fingernails in most animals including humans - and does not have medicinal properties at all, the poaching continues.

Some people also believe that owning and using rhino horn is a symbol of status and prosperity, and will make them popular. There is, however, nothing socially prominent or "cool" about taking an innocent life just to steal something that is only of use to the rhino. If poaching carries on at the current rate, rhinos will be extinct in the wild in less than ten years. 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 now.

HOW YOU CAN HELP

As long as there is a demand - which means there are people in the world who believe that rhino horn holds value, and will pay for the horn - wildlife criminals will continue to poach rhinos. Many of the people who still buy rhino horn do so because they don't have the correct facts about the horn, how it is obtained, and the devastating impact it is having on the conservation of rhino in Africa and Asia. As the next generation who hold the future of this world in your hands, YOU can join this global effort. YOU can become the voice of the rhino, by sharing the facts and motivating those around you to NOT use rhino horn. If you teach just one person, and that person educates another, and so on, and so on - soon the ripple effect will spread the word far and wide and ensure that the demand for rhino horn stops. And when the demand for rhino horn stops, then the killing will end.

WHAT ARE WE DOING TO HELP



The Wild Rhino campaign, that launched in Vietnam in 2014, uses multimedia marketing channels, competitions and first-hand African wildlife experiences, to teach the youth of Vietnam about rhino protection, and to motivate them to become ambassadors for the cause.

In 2015, 22 Vietnamese youth from Ho Chi Minh City were taken to South Africa for a wilderness adventure where they learnt about the rhino first hand. Inspired by their experience, these young people have become Wild Rhino Youth Ambassadors and taken on the important task of helping us spread the message of conservation and saving the rhino.

Watch out for the Wild Rhino Campaign in the 12 participating schools, find out who your ambassadors are, and support them in spreading the word.