

## SAVE THE ELEPHANTS



THIS IS THE WORST MOMENT IN HISTORY TO BE BORN AN ELEPHANT. SCIENTISTS ESTIMATE THAT MORE THAN TWENTY-FIVE THOUSAND AFRICAN ELEPHANTS ARE BEING KILLED EACH YEAR TO FEED A GLOBAL BLACK MARKET FOR IVORY. THAT'S NEARLY ONE HUNDRED ELEPHANTS A DAY. YET, THIS IS BIGGER THAN ELEPHANTS. THE IMPACTS OF IVORY POACHING IN AFRICA ARE FAR REACHING. ELEPHANTS ARE HABITAT GARDENERS FOR OTHER WILDLIFE. THEY DIG WATERHOLES AND THEIR CONSTANT GRAZING KEEPS GRASSLANDS AND FOREST TRAILS OPEN AND DISPERSES SEEDS. THEY'RE A CORNERSTONE OF THE TOURISM INDUSTRY WHICH PROVIDES MUCH NEEDED JOBS AND OTHER INCOME AND POACHING BREEDS OTHER CRIME, TOO, FROM CATTLE RUSTLING TO DEADLY CONFLICTS. THE NATURE CONSERVANCY IS TEAMING UP WITH PARTNERS AROUND THE WORLD TO PROTECT ELEPHANTS AND OTHER WILDLIFE AND PEOPLE WHO ARE CAUGHT IN THE CROSSFIRE OF POACHING. WE'RE INCREASING SECURITY BY PROVIDING SCIENCE, TRAINING, EQUIPMENT AND OTHER RESOURCES THAT RANGERS NEED TO DETER POACHERS AND TO TRACK THEM DOWN. WE'RE HELPING REDUCE DEMAND FOR IVORY IN THE WORLD'S LARGEST MARKET BY WORKING WITH SOME OF CHINA'S MOST INFLUENTIAL LEADERS AND COMPANIES, TO CLEAN UP THE ONLINE MARKETPLACE AND TO EDUCATE CONSUMERS ABOUT THE ILLEGAL WILDLIFE TRADE. WE'RE HELPING CONSERVE MILLIONS OF ACRES OF HABITAT BECAUSE ELEPHANTS NEED VAST SPACES TO AVOID DANGER, TO KEEP GENE POOLS HEALTHY AND TO FIND ENOUGH FOOD AND WATER. AND WE'RE CREATING INCENTIVES TO MAKE ELEPHANTS WORTH MORE ALIVE THAN DEAD TO THE PEOPLE WHO LIVE AMONG THEM, SUCH AS IMPROVED LIVELIHOODS, NEW BUSINESSES AND ACCESS TO HEALTHCARE AND EDUCATION. BECAUSE COMMUNITY SUPPORT IS NOT ONLY KEY TO COMBATING POACHING, ITS CRUCIAL FOR THE LONG-TERM SURVIVAL OF ELEPHANTS AND OTHER WILDLIFE. AN ELEPHANT BORN TODAY FACES MANY CHALLENGES AHEAD. WITH SUFFICIENT HEALTHY AND SECURE HABITAT SHE COULD LIVE TO BE SIXTY YEARS OLD BUT SHE WILL ONLY SURVIVE IF ENOUGH PEOPLE AT HOME AND AROUND THE WORLD TAKE ACTION TO PROTECT HER RIGHT NOW AND FOR A LIFETIME BECAUSE THEY REFUSE TO LET WILD AFRICAN ELEPHANTS DISAPPEAR FOREVER. WILL YOU HELP?