



spotlight on health

Save The Rhinoceros, Not The Rhinovirus

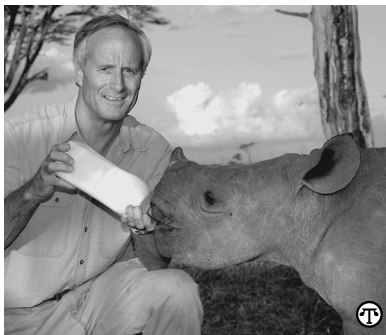
(NAPSA)—If you've ever wondered what a rhinoceros and a rhinovirus have to do with each other, you may want to ask a world-renowned wildlife expert.

Jack Hanna, who has helped preserve the rhinoceros, one of the most endangered species on earth, is taking part in a new campaign to help people better understand the common cold.

The "Save the Rhinoceros; Not the Rhinovirus" campaign, a partnership between Hanna and the makers of a popular cold remedy, will feature media tours, online consumer information and a national sweepstakes with an African safari in Kenya's Lewa Wildlife Conservancy as the grand prize. A portion of sales, a minimum of \$30,000, and an additional donation, up to \$20,000, based on the number of sweepstakes entries, will be donated to Lewa Wildlife Conservancy (www.lewa.org) and the Wilds rhinoceros conservation program (www.thewilds.org) at the end of the cold season.

According to Hanna, a longtime user of Zicam Cold Remedy, the world rhinoceros population has declined by 90 percent and there are only five species of rhinoceros left in the world. "This campaign is an innovative example of how responsible brands can help consumers, while working to preserve endangered wildlife such as the rhinoceros," said Hanna.

The campaign evolved from research showing many people are unaware that over 100 different types of rhinoviruses are among the leading cause of the common cold.



Rick Preberg, World Class Images, copyright 2008

Renowned world wildlife expert Jack Hanna is taking part in a program that will help the endangered rhinoceros.

Zicam Cold Remedy is clinically proven to shorten the duration of the cold and lessen the severity of cold symptoms if used within the first 24 to 48 hours. Also, the rhinoceros, with its large horn and strong presence, is a visual reminder of how tough the common cold can be.

Hanna hopes that through this campaign, people will learn about taking care of themselves, especially how to get over a cold faster, while taking care of wildlife.

"My career and my passion have always been about wildlife conservation," said Hanna. "I have a special place in my heart for the rhinoceros. In the wild, the adult black or white rhino has no true natural predators and, despite its size and antagonistic reputation, it is extremely easy to poach."

He hopes the program will get more people involved in learning about wildlife preservation.

For more information about the campaign, visit www.zicam.com.