

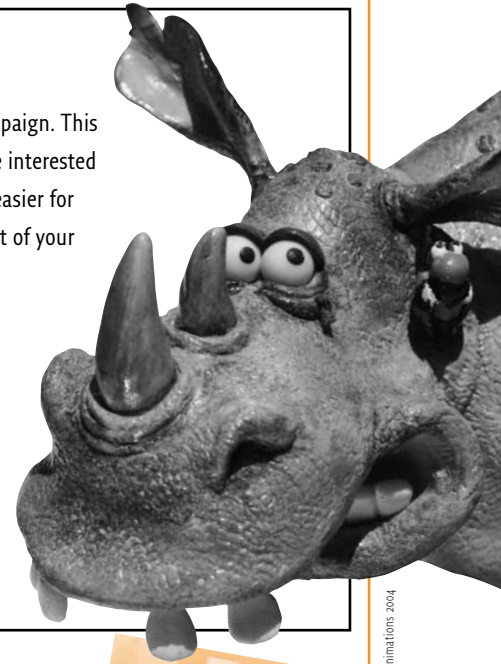


EAZA RHINO CAMPAIGN

On 10 April 2006, 101 EAZA members are officially registered for participation in the Save the Rhinos Campaign. This is still considerably less than the campaign target of 150 participants, and we would therefore like to urge interested EAZA members to register as soon as possible. By making your campaign participation official, it will be easier for you to remain up to date on campaign activities through the special campaign newsletter and the support of your regional representative.

Most participants start their campaign activities in spring, so quite some EAZA members are currently in the last phase of their campaign preparation. For those of you that still need inspiration on campaign activities, the below articles will surely inspire you. As you will read, members are getting more and more creative and activities range from selling special rhino stamps, calendars and cartoons, to preparing rhino ice sculptures and exhibiting a rhino skeleton, to involving artists, schoolchildren and blind people in the campaign.

Most certainly Opel Zoo Kronberg has shown its commitment to the campaign: they recently announced a donation of €50,000 for the campaign in celebration of their 50th anniversary in 2006!



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Offer to use Austrian campaign posters

As in the previous EAZA Conservation Campaigns, Vienna Zoo has prepared a special campaign exhibition for Austrian EAZA members. Six Save the Rhinos posters were made in both English and German. Vienna Zoo kindly offers the use of the exhibition to all other Save the Rhinos participants.

For more information or if you are interested to use the exhibition, please contact Gaby Schwammer (g.schwammer@zoovienna.at).



Bushmen Art



The wooden rhinos sold during the Save the Rhinos Campaign are made by bushmen from the Ombili Foundation in Namibia. Bushmen have lived in southern Africa for thousands of years. Being nomadic, they lived close to nature, never depleting the natural resources. Nowadays, bushmen are facing tremendous difficulties in modern society. Each hand-made wooden rhino is a unique piece of art made from Tambuti, an indigenous plant grown on farms.

The bushmen receive US\$1 (€0,90) for each rhino.

The bushmen were informed about the purpose of the Save the Rhinos Campaign when contacted about purchasing items from them for the campaign. They are very proud to contribute to rhino conservation themselves, to help save a species they highly respect and with which they have always lived. For more information and orders, please contact Friederike von Houwald (vonhouwald@zoobasel.ch).

First fundraising results! The Save the Rhinos Campaign is off to a flying start thanks to several EAZA members that have already been able to transfer money to the Save the Rhinos account.

Save the Rhinos Fundraising Certificates

Georg von Opel Zoo (Kronberg)	€35,000.-*	Platinum certificate
Blackpool Zoo	€2,250.-	Bronze certificate
Amneville Zoo	€2,000.-	Bronze certificate
Colchester Zoo	€2,000.-	Bronze certificate
Marwell Zoo	€2,000.-	Bronze certificate
Vienna Zoo	€1,800.-	
Amersfoort Zoo	€1,799.38	
CERZA (Lisieux)	€1,000.-	
Lille Zoo	€760.-	

* excluding annual donations of €5,000.- for the next three years



EAZA RHINO CAMPAIGN

Rhino mufti day at Kings House School

source Gill Blackgrove

Kings House School in Richmond-upon-Thames, United Kingdom, selected Save the Rhinos as subject for their half term 'mufti day', a traditional fundraising event. At the mufti day school children are permitted to wear casual clothes rather than uniforms. The school assembly that day included a power point presentation by the head of science on the Save the Rhinos Campaign. Furthermore, a total of 190 Save the Rhinos t-shirts were sold, not only for school children but even for parents and younger siblings. For each t-shirt UK£2 (€3.10) was added onto the price to raise money for Save the Rhinos. Those who did not buy a t-shirt made a voluntary donation to the campaign. A total of UK£600 (€930) was raised through the mufti day at Kings House School. This amount is excluding the 10% of sales proceeds from the t-shirts donated to the campaign by commercial company Something Different.

PHOTOS KINGS HOUSE SCHOOL



Rhino calendar great success

source Francesca Colautti and Katia Dell'Aira

At Parco Natura Viva (Bussolengo) two departments, marketing and education, are working together to make a success of the Save the Rhinos Campaign. Preparations already started at Christmas time and several activities have been planned for 2006, aiming to reach different audiences: authorities, visitors and media. But the development of an activity plan is still in progress, as new ideas keep coming up!

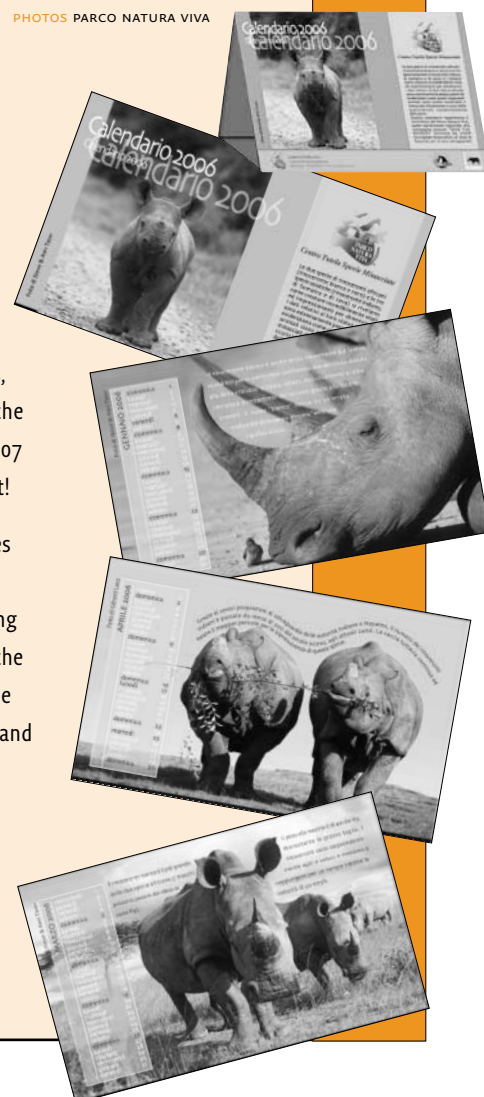
A first result of the activities was the creation of a 2006 rhino calendar with campaign images, *in situ* rhino information and the results of conservation efforts. Authorities, journalists and the 'friends of the park' received the calendar together with the 2006 Christmas greetings. The 2007 version of the calendar will be sold in the zoo shop as well. People really seem to appreciate it!

Also the front page of the zoo's leaflet is dedicated to the campaign; more than 600,000 copies will be distributed, not only to visitors but also to hotels, campsites and tourist information offices in the area. To continue with the campaign pr, a press release was sent in the beginning of February 2006. The message was well received and picked up by several journalists. RAI 1, the first Italian national TV channel, visited the zoo in March 2006 to film for a special programme dedicated to Save the Rhinos. A press conference to announce this was planned on 22 March and the campaign certainly was an important topic.

Visitors will be involved in the campaign in many ways. For example through special gadgets that may be given to visitors that donate to the campaign and through activities such as recycling workshops during which children create a rhino with recycled materials.

Parco Natura Viva feels that Save the Rhinos will touch the heart of the people and hopefully contribute to the conservation and survival of this 'great' animal!

PHOTOS PARCO NATURA VIVA



PHOTOS BUDAPEST ZOO

Bronze braille and ice rhino sculptures at Budapest Zoo

source Márta Szabon

The Hungarian Save the Rhinos Campaign was officially launched for the public and press at a press conference on 14 December 2005. Ilma Bogsch, general director of Budapest Zoo, presented the subject, goals and activities of the fifth EAZA Conservation Campaign. A special rhino ice sculpture was prepared for this event, and thanks to the cold weather the visitors could admire it for another week.

An information point, where visitors can read all about rhinos and the campaign, was created near the main entrance of the zoo. Two special Save the Rhinos education panels (2 x 0.5 m), also functioning as fundraising collection boxes, were placed next to the entrance. The first supporter to donate money into the collection box was a Hungarian celebrity: the famous Dixieland musician Sándor Benkó. The information point is completed with a bronze rhino sculpture, shaped after the rhino 'Lulu', one of the two white rhinos kept at Budapest Zoo. This sculpture has information about rhinos in braille, to inform blind and visually disabled visitors.

The Save the Rhinos Campaign in Budapest Zoo will be continued with a rhino art competition for children as well as adults. Besides this, many other events and activities are planned, e.g. the organisation of rhino days with special education programmes, sales of the campaign merchandise and a special fundraising event, for example a charity night concert at the zoo.



PHOTO SRI

Generous donation to celebrate 50th anniversary of Opel Zoo

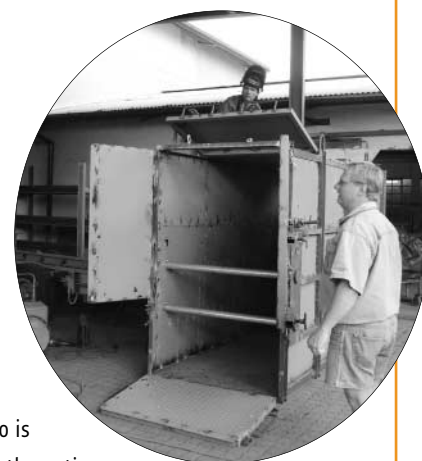
source Thomas Kauffels

The Georg von Opel Zoo Freigehege für Tierforschung e.V. (Kronberg) is celebrating its 50th anniversary in 2006. To celebrate this occasion, the zoo's president Gregor von Opel and zoo director Thomas Kauffels announced that the zoo is making a donation of €50,000 to the EAZA Save the Rhinos Campaign. Although the Opel Zoo does not have rhinos in its collection, this certainly shows a great commitment to the conservation of rhinos. The EAZA Save the Rhinos Campaign provided an excellent opportunity for Opel Zoo to connect with a rhino conservation field project.

After reviewing the 13 selected Save the Rhinos projects, it was decided by Opel Zoo to support 'project E: Rhino translocation equipment for Etosha National Park in Namibia'. The donation of €50,000 is more than enough to support the initially proposed project for black rhinos. Opel Zoo decided to 'adopt' the entire project and will donate the total required amount of €35,000 in 2006. This money will be used to modify a truck and transform it into a special customised rhino recovery vehicle. The continuation of the project in Namibia will be supported with annual donations of €5,000 in 2007, 2008 and 2009.

The rhino translocation equipment will be used to load and translocate rhinos. As Etosha National Park has one of the largest populations of black rhinos, the truck may also be used for future planned translocation projects of black rhinos. With the donation from Opel Zoo the truck can be modified to be ready for the upcoming capture season that starts in spring. After the modification, the truck will be fully equipped for rhino translocations, and fitted with a lifting crane and two rhino transport crates. As an appreciation of the generous donation from Opel Zoo, the truck will be decorated with several special stickers depicting the Opel Zoo and Save the Rhinos logos.

To further celebrate the 50th anniversary of the zoo, a week of festivities is scheduled for 16 to 24 September 2006. One of the highlights of this week will be the official opening of a new African savannah exhibit at the zoo.



EAZA RHINO CAMPAIGN

Rhino campaign marketing without rhinos

source Zoo Landau

Zoo Landau had very positive experiences focussing its zoo events on the EAZA Shellshock Campaign in 2004/2005. Reason enough to align this year's Save the Rhinos Campaign with the zoo's events programme for 2006. However, Save the Rhinos' main focus on rhinos created a much greater challenge because Zoo Landau does not exhibit rhinos. Nevertheless, thanks to the creative spirit of Zoo Landau's personnel, a number of informative and fascinating events are planned for zoo visitors of any age.

A skeleton of a full-grown black rhino, on loan from the 'Staatliche Naturkundemuseum Karlsruhe', will be shown in the anteroom of the new zoo school building in 2006. In March 2006 the rhino programme started with an evening lecture on the conservation of rhinos in Uganda by Wilhelm Möller ('on loan' from Augsburg Zoo). During Easter, summer and fall holidays, rhino-related workshops for kids will take place. The highlight will be the modelling of a life-sized white rhino that will be unveiled during the zoo's summer festival on 2 July and occupy its enclosure on the central zoo lawn for the rest of the year. It will serve as an ambassador for its endangered relatives in the wild and serve as reminder for their imperative conservation.

Furthermore, biologist Armin Püttger-Conradt will present his impressive slide shows on the fate of the Northern white rhino. During another special workshop, children will create a radio play dealing with rhino conservation, which will be transmitted by one of the local radio stations. The Friends of Zoo Landau decided to offer a selection of Living Colour's rhino t-shirts at their planned information stands and are hoping to raise a good amount of 'surplus' money to support one of the rhino projects.

All in all there will be at least six rhino related events taking place in Zoo Landau. Together with intensive public relations work, including a link to the rhino campaign homepage from the zoo's homepage, it is very much hoped that the campaign in Zoo Landau will make a good contribution to the objectives of this EAZA campaign!

PHOTO ZOOPARK ERFURT

Rhino campaign stamp as collectors item

source Heike Maisch

Although the campaign in Erfurt officially started in April 2006, Thüringer Zoopark Erfurt was already preparing several activities long before the start of the campaign. A permanent exhibit was prepared for the rhino enclosure, with an indoor and outdoor area for activities such as playing, painting and doing handicrafts. On 14 May 2006 a rhino festival day will take place.

The main aim is to have children involved in the whole process of the campaign. Children of the zoo club made piggy banks (or in this case better: 'rhino banks'). They used balloons, wallpaper paste and newspapers to create a body and colourful paper or egg boxes for the horns and feet. With enough room for the children's imagination, many different and wonderful rhinos have been created. Local shops, kindergartens etc. will use these rhino banks to collect money.

Another toy adapted for the campaign's needs are pins that are transformed into rhino horns. During the campaign year children can try to throw rings around the horns. In Erfurt Zoo, this activity will be free of charge with sweets as prizes if a child succeeds. The same principle can be applied to traffic cones. At the zoo the cones will be handed over by two policemen arriving in a police car. A group of children will transform these cones into horns with the press attending.

Various wonderful paintings of the rhinos in Erfurt Zoo, prepared by the zoo's artist Roy Bätke, form another part of the campaign. One of the paintings will be sold during the festival day, the others will be printed on letter paper, envelopes etc. and sold as sets. The artist has also prepared a cartoon rhino calendar for 2007, which deals with rhino biology in a funny and playful way. The excellent drawings as well as the text will make this calendar an ideal gift for everyone.

A very special campaign activity will be the release of a special issue stamp, which was initiated by the 'Junge Briefmarkenfrennde in Erfurt'. This stamp is only valid on the day of the rhino festival (14 May 2006) and will be printed as a limited edition. This makes the stamp very valuable for collectors. The letter paper sets with this stamp on it will be sold at Erfurt Zoo. The zoo's campaign team would be happy to send a number of the letter paper sets with the stamp to other interested campaign participants. Please contact marketing@zoopark-erfurt.de for more information.

