

# EAZA RHINO CAMPAIGN



## Launch of 'Save the Rhinos'

Only four months after the official start of Save the Rhinos, the EAZA Rhino Campaign 2005/6, thirty-four of the registered participants have already started their campaign activities! In total now 78 EAZA members and six non-EAZA organisations have registered as participants, over 50% of the targeted number of participating institutions!

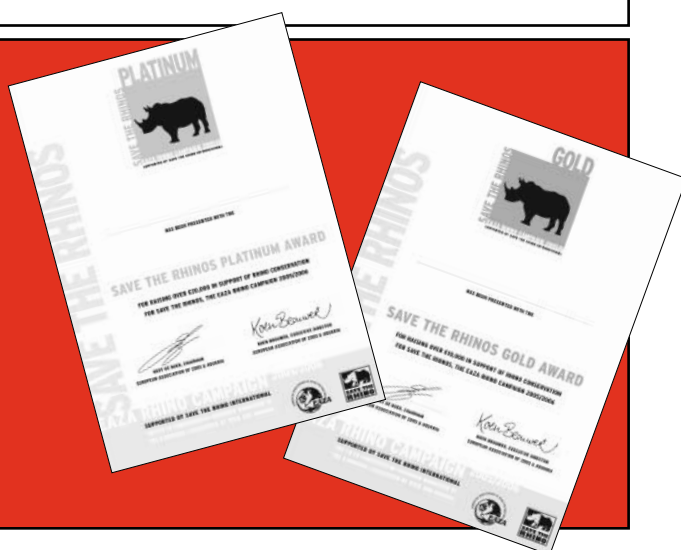
Much has happened over the past months: the first few donations to the campaign were received on the campaign account, fundraising certificates have been designed and are ready to be distributed, and companies that kindly produced campaign merchandise have finalised their rhino products and order forms. Additionally information on the campaign websites ([www.eaza.net](http://www.eaza.net) and [www.rhinocampaign.net](http://www.rhinocampaign.net)) is constantly being updated and made more attractive and informative to visitors. And this is also where we need your contributions. Please do send articles on your successful campaign fundraising and awareness activities to the EAZA Executive Office so that we can share this with the membership. The first few notes that we already received from active campaign participants are printed in this issue of EAZA News for your information.

## Fundraising certificates

All participating institutions will receive a special Save the Rhinos certificate when they reach - and hopefully pass! - certain fundraising targets. The following four fundraising certificates are available:

### Save the Rhinos Fundraising Certificates

Platinum	€20,000.-
Gold	€10,000.-
Silver	€5,000.-
Bronze	€2,000.-



## Baby boom

November and December 2005 have been good months for rhinos in EAZA institutions: young of three rhino species were born. We would like to congratulate Magdeburg and Dvur Kralove (black rhino), Tierpark Berlin and Rotterdam (Indian rhino) and Knowsley Safari Park (white rhino) with their successful breeding results!

PHOTO DVUR KRALOVE ZOO



## Attractive campaign merchandise

Several of the companies working with the EAZA Rhino Campaign have produced new product sheets and order forms, which can be downloaded from the online Save the Rhinos Shop on the EAZA website (<http://www.eaza.net/rhino/shop.html>). All the companies supplying campaign

merchandise to EAZA members have agreed to donate 10% of their sales price to the campaign funds. Ordering these attractive products is therefore a great way to collect funds for the campaign and at the same time to draw attention to the campaign and the importance of rhino conservation.



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Save the Rhinos,  
the EAZA Rhino Campaign 2005/6

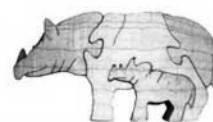
RHINO SHOP

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### Save the Rhinos Merchandise

Selling Save the Rhinos merchandise in your souvenir shop is a good way to raise funds for the Campaign. That is, if you allow part of the profit from the sales to go to the Campaign.



PHOTOS COLCHESTER ZOO

## Yet another successful campaign at Colchester Zoo?

source Rebecca Perry, Colchester Zoo

Campaign activities have got off to a flying start this year at Colchester Zoo. The Halloween half term, which was soon after the launch of the EAZA Rhino Campaign, seemed a perfect opportunity to get the campaign up and running. A shadow puppet show ran daily throughout this holiday, promoting the campaign and explaining how animals are persecuted for their body parts.

Reggie, our cuddly rhino mascot, is now based at the KD theatre where he appears daily to tell children of his plight in the wild. Our four white rhinos can be found in their mixed paddock in the African zone, where visitors can read all about the different species of rhinos, their adaptations to the wild and the problems they are facing. Visitors can also listen to our presenters' rhino talks or get close to their own rhino by having their picture taken with our life-size bronze rhino statue which is situated in the 'Kingdom of the Wild'.

The year ahead will be busy with rhino activities. The fundraising and children's activity packs are all in the final stages of production and will be ready for visitors soon. Children can also take part in our Rhino Ranger Week, where they can follow our rhino-orientated trail, try and guess the weight of 'Simba' our male rhino, or take a look at our rhino stall. Adults have not been forgotten – they can buy themselves some rhino dung for their gardens! We hope that with the combined efforts of our education, marketing and keeper teams we will have another successful fundraising year here at Colchester Zoo.



## Dutch campaign tradition

source Jeannette van Benthem, NVD

As with all previous EAZA Conservation Campaigns, the members of the Dutch Zoo Federation (NVD) collectively prepare campaign materials and organise a joint national campaign launch. A special campaign working group has designed three education panels (1 x 1 m), which will be

placed in all 15 member institutions, and will inform the visitors about the campaign and its goals. In addition, preparations have been made for a national kick-off, which will take place in Safaripark Beekse Bergen (Hilvarenbeek) on 18 February 2006.

On this day, a 'Rhino Run' will be organised between the five rhino keeping NVD member zoos (Hilvarenbeek, Emmen, Rotterdam, Amersfoort and Arnhem), which will start with a group of WWF Rangers walking from the Tilburg train station to Safaripark Beekse Bergen (about 8 km). To ensure national media attention for the rhino campaign and its launch, a famous Dutch TV-personality will be present during this activity. The 'Rhino Run' will continue between the other four rhino keeping institutions on the succeeding days.

All 15 members of the Dutch Zoo Federation will furthermore organise their own campaign activities, e.g. raising funds for the rhino conservation projects through collection boxes and selling the campaign merchandise as well as raising awareness through special rhino education programmes.

Amersfoort Zoo for example already started a 'Save the Rhinos' exhibition. The zoo has placed a rhino transportation container in a public area, together with information on the campaign – using the Rhino Info Pack and sample posters – and a small rhino statue. A money spinner is also placed near the container to inspire visitors to donate funds.

PHOTO AMERSFOORT ZOO







## Collaboration of Czech and Slovak zoos for 'Save the Rhinos'

source Kristina Tomasova, Dvur Kralove Zoo

On 25 October 2005, the Council of the Union of the Czech and Slovak Zoos (UCSZ) met with its rhino working group and PR specialists in Dvur Kralove Zoo. The zoos agreed on a collaborative approach for the benefit of 'Save the Rhinos', as working together has become a tradition in EAZA Conservation Campaigns.

Much attention was paid to the promotion of the campaign. Slovak zoos already announced the campaign at the occasion of World Animal Day on 4 October. The Czech zoos agreed on organising press conferences announcing the start of the campaign in each zoo (or several zoos of one region together) on 14 December 2005. At this occasion, each zoo published the start of a rhino art competition – the acquired artworks (pictures, sculptures etc.) will be sold in zoo auctions in spring 2006, whereas each zoo will select a special date for a 'Rhino Day' according to their local traditions, i.e. on Earth Day. At the same time it has been agreed that, again traditionally and in order to significantly economise the costs, Prague Zoo took care of the design and production of three campaign panels of 1 x 1 m in Czech language to be presented to the public in each participating zoo. Last but not least, zoos have committed to collectively provide Czech/Slovak translations of all texts of the Info Pack as well as of all educational materials.

PHOTOS OSTRAVA ZOO



PHOTO COR VAN MEEL

## Americans join Europe in campaigning to 'Save the Rhinos'

source Julie Anton Dunn, International Rhino Foundation

Zoos in North America will soon have the opportunity to participate in a Save the Rhinos Campaign that was catalyzed by and complements the EAZA Save the Rhinos Campaign in Europe. The North American campaign will be managed by the International Rhino Foundation (IRF) in partnership with the Rhino Advisory Group/Species Survival Plans of the American Zoo and Aquarium Association (AZA RAG/SSP). The concept of a North American campaign was also ignited by the multi-year commitment of Ecco Unlimited, a successful young urban wear company that uses the rhino logo.

Unlike EAZA, AZA does not have a tradition of association-wide species campaigns. However, a recent development opened the door for zoos to participate in a campaign organised by IRF. In August 2005, the AZA RAG/SSP and IRF formalised the historic bond between IRF programmes in the wild and RAG/SSP activities involving rhinos in North American zoos. Signing a memorandum of understanding, the RAG/SSP and IRF agreed to work closely to identify, rank, and fund field projects and research consistent with the *in situ* and *ex situ* conservation priorities of RAG/SSP institutions and IRF's mission.

The North American campaign is focused on three critically endangered species of rhino – the black rhino, greater one-horned rhino, and Sumatran rhino – with the goal of reinforcing protection measures and expanding rhino populations and ranges. The fundraising goal is US\$850,000 (€744,830) to supplement the US\$1,150,000 (€1,007,710) in funds already pledged to IRF programmes. The campaign will target the approximately ninety zoos in North America with rhinos, as well as corporations, foundations, and individual donors. The campaign launches publicly in January 2006.

For more information about the North American Save the Rhinos Campaign, please contact Julie Anton Dunn, campaign manager (e-mail: [NASavetheRhinos@rhinos-irf.org](mailto:NASavetheRhinos@rhinos-irf.org))

