

EAZA RHINO CAMPAIGN

**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

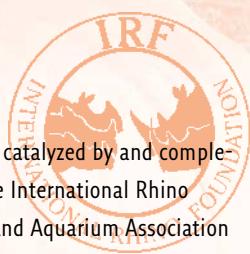
Americans join Europe in campaigning to 'Save the Rhinos'

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 Ecko 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)