



Issue 2: May 2006

Save the Rhinos! Campaign Newsletter

Colchester Zoo, UK

Rebecca Perry

Colchester Zoos' EAZA rhino campaign has been incredibly successful over Easter and is certainly making head way towards achieving the zoos' tremendous £25,000 (€37,500) fundraising target for Save the Rhinos. Colchester Zoo has raised £11,000 (€16,500) for the campaign so far, so is nearly half way already!



Colchester Zoos' education team has been incredibly busy. Through the half term holidays, they ran a special Potions stall, telling visitors about the various animal parts, including rhino horn, that are used to make Traditional Chinese Medicines. Prior to the Easter holidays, a delivery of all sorts of rhino merchandise from cuddly toys and pencil cases to key rings and money boxes arrived at the zoo. The sale of these items went so well that a new order has been placed already. The education team are so dedicated to this campaign that one team member even ran the London Marathon this year to raise money for Save the Rhinos.

As well as events within the zoo grounds, Colchester Zoo staff are also fundraising for rhinos

out and about in Colchester town. "Reggie", Colchester Zoos' rhino mascot, was recently taken along to the local Town Centre, to the launch of a new toy section in a big department store, and even to the Colchester United football ground, where Reggie got to score a goal.

Colchester Zoo's staff are now busy preparing for the Rhino Ranger week that starts on 27 May and hopes that this event will help raising even more money towards reaching the £25,000 target.

Zoo de la Palmyre, France

Florence Perroux

Zoo de la Palmyre (Les-Mathes) in France has successfully involved the French Minister of Environment in their Save the Rhinos Campaign. On 10 March Mrs. Nelly Olin, the Minister of Ecology and Sustainable Development, visited the zoo to discuss the activities regarding the H5N1 Avian Influenza outbreak. The minister's presence in the zoo was also meant to show the public that AI is no risk when visiting a zoo.



The zoo staff took the opportunity to inform the minister of the Save the Rhinos Campaign. She was

very pleased to hear that zoos all over Europe are working together for conservation. One of the wooden rhinos from Namibia was offered to the Minister as a gift. She liked the rhino so much that she decided to buy ten more for her staff and thereby contributed to the campaign.

If you would like to support the campaign through the sale of bushman art, please contact Friederike von Houwald (vonhouwald@zoobasel.ch) or refer to the "rhino shop" on the EAZA website (www.eaza.net/rhino/shop.html).

Greater one-horned rhinos doing well

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India's endangered Greater one-horned rhinos (*Rhinoceros unicornis*) are now battling for living space after staging a comeback from the brink of extinction in Kaziranga wildlife sanctuary in Assam.

From just five rhinos a century ago, the 430 km² Kaziranga National Park today boasts of nearly 70 percent of the estimated 2,700 Greater one-horned rhinos in the world. According to an animal census carried out in the park last month, Kaziranga is home to about 1,855 one-horned rhinos compared to 1,552 in 1999. This increase is very encouraging, but the increment is posing a habitat problem because the animals require a large grazing area for survival.

The park's rangers, until recently, were at their wit's end to protect the 5,000-pounders from being wiped out of this riverine game park, with the huge mammals hunted down by organised poacher gangs for profit. Profits in the illegal rhino horn trade are staggering. Poachers pay villagers Rs. 50,000 (approximately €950) for each horn and experts say that each piece sells for up to Rs. 1.5 million per kilogram in the international market.

The threat from poachers still exists, although incidents of poaching have come down drastically. In the past five years 18 rhinos have been killed, compared to at least 50 slaughtered annually in the early 1990s by poachers. This is partly caused by a highly effective protection mechanism, better intelligence network and the pro-active role played by villagers residing along the park which have helped check poaching.

The slowing of poaching incidents has helped the rhinos to lumber around the grassy park and breed properly. Nature would take care of the rhino habitat although it is important ensure their grazing areas are not occupied by human encroachers. The target is to have at least 3,000 rhinos by 2020 in Kaziranga.

Wildlife authorities have prepared plans to move rhinos to new surroundings within Assam to help the animals multiply in similar locations other than Kaziranga. According to Anwaruddin Choudhury, a researcher and expert on rhinos, this process of translocation of animals from Kaziranga to other sanctuaries in Assam to ease the space problem will start soon.



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Kaziranga created history last year by celebrating its centenary in style with experts describing the comeback of the rhinos from the throes of death as one of the world's biggest conservation success stories. Nobody imagined five or eight years ago that the rhinos would survive and that the park would ever be facing a problem of too many.

News from the Regional Reps.

The Regional Representatives in all regions are very actively organising various activities and encouraging the zoos in their region to participate. Please check the Campaign Info Pack or the website (www.eaza.net/rhino/contacts.html) to find out who is the regional representative in your country.

Czech Republic & Slovakia Thanks to the efforts of the Regional Representatives in Czech Republic and Slovakia, almost all institutional EAZA members in these two countries (14 out of 15) have

registered for the campaign. After a joint launch in 2005, various activities are being organised now.

The Netherlands The joint campaign activities by all 15 EAZA zoos in The Netherlands were continued with a "Rhino Run"; a relay run by zoo staff between six Dutch zoos over a distance of more than 400 km. With this run the total result of the Dutch fundraising for Save the Rhinos so far already reached a very promising €32,550.

United Kingdom On 5 May the Save the Rhinos Campaign was officially launched in the UK in Marwell Zoological Park. On this day, co-organised by the British and Irish Association of Zoos and Aquariums, nine "rhinos" (actually the costume rhinos provided by SRI) gathered for a rhino tea party with a specially made cake in Marwell's rhino enclosure, with four real rhinos (Hannu, Sula, Kiri and Shaka) watching from a safe distance! More activities will follow in the coming months!

N-American Rhino Campaign

Julie Anton Dunn

As mentioned in previous issues of EAZA News and on the Save the Rhinos website, the International Rhino Foundation (IRF) together with the Association of Zoos and Aquariums (AZA) Rhino Advisory Group/Species Survival Plan, are organising a rhino campaign in North-America based on the EAZA Save the Rhinos Campaign.



To promote the campaign and to keep all the participants updated, an E-newsletter was prepared in April. Thirty-three North-American institutions have already contributed or pledged their support to the campaign. This includes 13 institutions that were not involved in rhino conservation through IRF before.

To further promote and support the campaign, the August issue of the AZA magazine "Communique" will focus on rhinos. It is hoped that this will

stimulate many more North-American institutions to participate in the North-American Save the Rhinos Campaign!

The North-American Campaign E-newsletter can be downloaded on:

www.eaza.net/rhino/activities.html

Rhino Mayday

On 1 June 2006, Save the Rhino International will be organising the Rhino Mayday in conjunction with the Zoological Society of London (ZSL) and the British and Irish Association of Zoos and Aquariums (BIAZA). The Mayday will particularly focus on the support projects selected for the Save the Rhinos Campaign. Some of the best rhino specialists from around the world will be presenting at the Mayday.

All the net profits of this day will go to Save the Rhinos Campaign. The Mayday will take place at the Zoological Society of London's Huxley Conference Theatre in Regent's Park, Central London on Thursday, the 1st of June, from 10.45 till about 6. For more information and tickets, please go to: www.savetherhino.org

Or contact Renaud Fulconis at Save the Rhino International: renaud@savetherhino.org

New campaign merchandise

Various campaign merchandise items can be found in the online Save the Rhinos shop. Selling these items in you zoo shop is a good way to contribute to the campaign.



In addition to the already existing items, rhino artwork from British artist Anthony Wyatt has been added recently. As with the other merchandise

items, the artist has agreed to donate 10% of the sales incomes to the Save the Rhinos campaign.

Visit the website (www.eaza.net/rhino/shop.html) for more information about ordering the rhino art and other merchandise items.

Campaign sign-up figures

The numbers of registered participants for Save the Rhinos are still increasing steadily. An additional twenty institutions have signed up since the previous newsletter was sent in March. This means that Save the Rhinos currently has **119 registered participants**. Ten of these institutions are non-EAZA members, the other 109 are all members of EAZA. This is a very good result so far. However, to reach the target of 150 registered participants many more registrations are needed. So please register as soon as possible if your institution has not yet done so and encourage other institutions to participate (and register!) as well.

Over €100,000 raised already!

In the previous issue of this newsletter, it was already reported that fundraising for Save the Rhinos made a very good start. In the mean time many more funds have come in. Especially the tremendous donation of €35,000 from Opel Zoo (Kronberg, Germany) was very encouraging. But also Tiergarten Schonbrunn (Wien-Zoo, Austria), Colchester Zoo (United Kingdom) and Basel Zoo (Switzerland) made significant donations.



In addition the campaign also welcomed the first donation from one of the companies supplying merchandise. Sales of merchandise by Ravensden

has already generated more than €3,000 for the campaign.

With several additional amounts that have been raised but not yet transferred to the campaign account (e.g. over €10,000 from Colchester Zoo, an additional €15,000 from Opel Zoo and €30,000 by the Dutch Zoos), the total fundraising result already exceeds €100,000!

Fundraising certificates

The Save the Rhinos fundraising certificates will be sent out later this month to the institutions that already raised and transferred enough funds to qualify for the bronze, silver, gold or even platinum certificates.

All participating institutions will receive these special Save the Rhinos certificates when they reach - and hopefully pass! - the set fundraising targets.

Certificate	€
Bronze	2,000
Silver	5,000
Gold	10,000
Platinum	20,000

Next issue

The next issue of the Save the Rhinos Newsletter will be in July. We need your ideas, suggestions, articles and photographs. Tell us what you are doing at your zoo or aquarium towards the Save the Rhinos campaign. Articles and other newsletter material should be sent to Martijn Los (martijn.los@eaza.net) at the EAZA Executive Office.

Save the Rhinos is the 2005/6 Conservation Campaign of EAZA, The European Association of Zoos & Aquaria, www.eaza.net

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