



THE **Horn** NEWS UPDATE

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The Horn Newsletter

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Director's Comment

Save the Rhino grew from the African experiences of David Stirling and myself. We discovered that the rhino, one of the planet's last living dinosaurs, was close to extinction. Numbers had fallen by over 97% in the 30 years up to 1990. Despite efforts by conservationists, the rhino's prospect of survival looked bleak. Who was to blame?

Accepting blame isn't a popular pastime these days, and I found that everyone blamed everyone else. After a 7 year inquest, I have reached a humbling conclusion, the blame lies with you and I, not with anybody else! And only when we accept responsibility will the situation begin to improve.

So, faced with a huge problem which seems to be out of our control, where do we start? I've come to realise that, whatever the outcome, just taking the first step is all that matters. Dave and I set up a non-profit-making organisation at the tender ages of 24, much to the horror of our parents, and the amusement of our compatriots. We have fought an epic battle to keep Save The Rhino alive, with the help and support of many.

Todd, a costume actor, ran the London Marathon 1992 in a rhino costume that he had built for a play at Chichester Theatre. He endured 6 hrs and 45mins of pain and glory. He turned the impossible and the ridiculous into the possible, and many others have followed. This year we had our first female rhino costume runners in the London Marathon. Jeany rhino, a mother of three, finished heroically in 7 hours. The rhino costume must have weighed more than she did!

Alastair Holberton, chairman of Namco, assisted in setting up the Namibian Black Rhino Fund to channel large-scale international donations to Namibia's rhinos; the fund was structured to suit Namibia and Africa. Four years on, the fund's capital base has reached-US\$165,992 (committed). Each year, a target 10% income from the Fund is distributed to game rangers in the field, it is responsible support that they can bank on forever.

and boy, do they need it! The world's bureaucracies have seen to it that even the basic funds required by rangers rarely reach their target destination.

Any individual contribution is valuable. A school, at which I spoke recently, raised £15.48 in a rhino biscuit baking competition. Daniel Ling is currently riding down Africa on a bicycle. But no one comes close to a woman who spent a day in a bath of baked beans outside a supermarket. She raised a couple of hundred pounds not to mention a few thousand eyebrows.

Why are we doing all this for the rhino, and does it matter? Only you can answer that, but before you make your decision, can I implore you to visit just one place? It's not in Africa, it's on your doorstep! I want you to find a truly wild place, free from sight and sound of town or city and without a mobile phone, and spend a day and a night there alone. The experience, I can assure you, will bring home a lot of truths, not least the fact that there are few such wild areas left. When you get home, before you re-enter the hurly burly, I ask you to consider something rather important for all of our futures: Can you contemplate the future without any wild places? Would you and your children survive? What sort of life would it be? To find out, open your eyes and look around you. And bear in mind that we have only just started, even if the wild places are nearly finished.

The plight of the rhino is one of the most visible examples of the terrible damage that we have inflicted on the environment in an incredibly short time. We are losing control of our destiny and approaching the point of no return. I have three suggested courses of action that you might take: You can play the ostrich, you can despair, or you can do something about it. However small your effort may seem, the fact that you have read this statement means that you have chosen the third option. Welcome to the club.

Johnny Roberts



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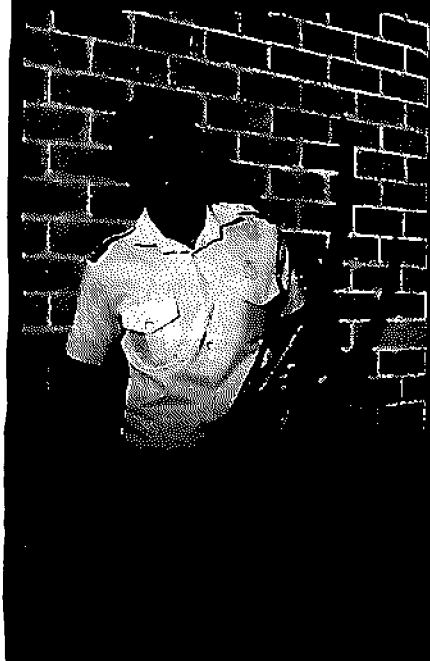


Report from Kenya

To be given the opportunity to walk our rhino costume across Kenya, visiting and celebrating with rural Africans as we marched onto Mt Kilimanjaro, was a real privilege, but to receive the continued support of Kenya's very own rhino man, Michael Werikhe, has been a great honour. Michael is now working part-time for the charity and we are in the process of establishing a small office in his house in Mombasa. Since building classrooms for primary schools in the Taita Tavetu district from the Mt Kilimanjaro Rhino Climb funds, Save The Rhino are also providing walking boots donated by Caterpillar, and two-way radios from Motorola, which are proving invaluable in anti-poaching efforts: good communications between monitoring teams are essential when working with black rhinos whose range can be vast.

Our commitment to supporting community conservation initiatives is strong in Kenya and, at the time of writing this, we are casting the net amongst Grant Making Trusts to fund a pioneering Puppets For Conservation programme. The puppet performances will be used as a communications tool to demonstrate the problems faced by the communities living in the areas surrounding the great National Parks of Kenya. The initiative will leave the communities with sufficient skills to enable them to earn incomes from hosting puppet performances at tourist lodges across Kenya. Providing funding is forthcoming, we will begin training selected local communities by September 1997.

David Stirling 



Mt. Everest Rhino Climb

After the unprecedented success of The Mt Kilimanjaro Rhino Climb in 1994, when a six person team took it in turns to wear the rhino costume all the way from Mombasa at sea level to Africa's highest point, the summit of Mt Kilimanjaro, Save The Rhino International has kept its eyes open for an even greater challenge. When I met Britain's first Everest summiter, Doug Scott, I knew we would have to give it a go ourselves. In 1999, Save The Rhino will attempt to walk the rhino costume from Calcutta at sea level to the highest point in the world, the summit of Mt Everest. Some might criticise us for being foolhardy in trying to attempt the world's highest mountain clad in our 32lb rhino costume, but I believe, with the back-up of Doug's Himalayan climbing company the Trekking Co-operative and the expertise of British climber John Barry who will lead the expedition, we have every chance of success, weather permitting!



Our team on Kilimanjaro

The objective is not only to raise awareness of the plight of the rhino, but to use this end of the century rhino climb to set up an Indian rhino fund to support India and Nepal's population of greater one horned rhinos. With a population of around 2000, split mainly between Chitwan National Park in Nepal and Kaziranga Park in N.E. India, the situation might not seem as dire as other rhino populations, but the difference is in population densities. Africa's black rhinos, numbering some 2500, are spread over a large number of protected areas in East and Southern Africa, whereas India has a population of 1200 rhinos almost entirely within a 450 sq km area. Due to such a high density, this population is extremely vulnerable and poaching of up to 2 a week is not uncommon. The Indian Rhino Fund will be set up from money raised by the Everest Climb and will help to protect the population further, eventually leading to finding ways of relocating rhinos into other areas of India.

The Sea to Summit Everest Climb will be our greatest challenge to date, rest assured we shall keep you up to date with its preparation and fundraising initiatives.

David Stirling 



The History of the Rhino running The London Marathon

In 1990, despite desperate last ditch efforts by conservationists, many rhino populations were on the brink of extinction. Numbers of rhino had plummeted by over 97% in less than thirty years.

Two modern-day African explorers, united by a lifelong friendship and a love of Africa, dedicated an African expedition to the rhino. They discovered that the rhino had disappeared in most places and that to many people it was becoming a distant memory, an animal that only old men of the tribe could tell their children about.

The two explorers returned to London full of the energy and idealism of youth... the rhino could be saved, it must be saved. Surely mankind wouldn't knowingly be responsible for the extinction of the planet's last living dinosaur, an animal which has been around for 50 million years? Within six months they were as despairing as the conservationists. The issues involved were so complex, there seemed no way forward. At the darkest time, they were told about a play at Chichester Theatre called *Rhinoceros*, by a famous playwright called Ionesco. The inhabitants of a Spanish village fall into such a state of social and cultural decay that they then turn into rhinos. The play bombed, but the rhinos, or the two-legged rhino costumes, were requisitioned - they were to become the symbol of the battle to save the rhino.

In 1992, one of the actors from the Chichester play volunteered to run the 26.2 mile London Marathon in a rhino costume in order to raise funds for the rhino. He also ran in a pair of Rockport brogues, supplied by the multi-national company which promised sponsorship if he finished. He did, in six hours 45 mins, carried along on a tidal wave of emotion generated by the millions of cheering, screaming, crying spectators lining the course. No one in the media reported this epic achievement, because they assumed that the costume had been worn at the beginning, and at the end, for show. Rockport proved impossible to contact after the event.

This heroic, unrecognised effort paved the way for other rhino costume runners, culminating in the ten rhino costume runners in the 1997 London Marathon, including the first women to take up the challenge. All finished, including Jenny rhino who ran almost the whole race alone with her "zookeeper", towards the back of the field, and finished in seven hours.

The phenomenal efforts of ordinary people, some of whom have never seen Africa, let alone a rhino, has provided a solid foundation from which Save The Rhino International can support rhinos in the wild. Save The Rhino has launched the Global Rhino Fund to provide responsible, financial support for countries to build on their rhino populations, or to re-introduce them into wild areas.

The rhino costume has touched the hearts of millions around the world. It has generated goodwill and support for all conservation organisations and conservationists, and offered them a life-line, a light at the end of the tunnel, in the effort to halt, then reverse, the terrible damage that mankind has inflicted on the planet and itself in recent generations.

Johnny Roberts 



Forthcoming Events

July '97	SRI OFFICE LAUNCH PARTY
July '97	ICE RHINO NIGHT, THE FINCHES , CHELSEA
Summer '97	BUNGEE JUMPING
August/September '97	END OF SUMMER RHINO RAVE
14th September '97	GREAT NORTH RUN, BRITAIN'S PREMIER HALF MARATHON
23th September '97	DR. IAN PLAYER TALK, DINNER & AUCTION
27th October '97	DUBLIN MARATHON
2nd November '97	NEW YORK MARATHON
December '97	CHRISTMAS RHINO RAVE
11th January '98	WALT DISNEY WORLD MARATHON
26th April '98	LONDON MARATHON

For additional information, to take part in any of the above events, or to be put on our mailing list for supplementary events, call Jane Morris on 0171 357 7474.

THE 1997 SUMMER RHINO TOUR.

The summer is almost upon us and its time for SRI volunteers to dig out their shorts, shades, and sunblock. The 1997 events programme is the most extensive so far and rhinos will be popping up all over the country during the summer. We will have a stand selling SRI merchandise and distributing information, and volunteers in rhino costumes collecting donations, at the following events:

24-26th May	ESSENTIAL MUSIC FESTIVAL	Brighton
28-31st May	ROYAL BATH AND WEST OF ENGLAND SHOW	Somerset
7-8th June	THE FLEADH / JAM IN THE PARK	Finsbury Park
14-15th June	REDBRIDGE SHOW	Essex
21-22nd June	WANDSWORTH BOROUGH SHOW	London
27-29th June	GLASTONBURY FESTIVAL	Somerset
5-6th July	GAME CONSERVANCY SCOTTISH FAIR	Perthshire
9-10th July	EDINBURGH ZOO	Scotland
12-13th July	T IN THE PARK	Scotland
17-20th July	PHOENIX FESTIVAL	Stratford-Upon-Avon
25-27th July	WOMAD	Reading
25-27th July	CLA GAME FAIR	Northamptonshire
1-3rd August	EARTH ENERGY MUSIC FESTIVAL	Surrey
9-10th August	PORT LYMPNE ZOO RHINO WEEKEND	Kent
16-17th August	V97	Chelmsford

If you are at any of the above events come and say hello and maybe help out by shaking a tin for a while. You may also get the chance to try on one of the rhino costumes. See you there.





**How can you
help save the
rhino?**

SRI DIRECT CLUB

Spread the rhino message. Tell your family and friends and persuade them, using any means available, to join the club. This is the simplest and most efficient method of helping Save The Rhino as, once a standing order has been set up, we incur no further costs, except in the production and distribution of the newsletter.

SRI SAFARIS

We offer an exclusive, bespoke safari to Namibia where you will discover a landscape of inspiring solitude and beauty. Be one of the few to meet world-respected, field-based conservationists, and visit restricted access wilderness areas. You will have the opportunity to track desert-adapted Black Rhino and Elephant in Damaraland, visit the world-renowned Etosha National Park, and have the option to hot air balloon across the world's highest sand dunes in the Namib Desert.

All monies raised from SRI Safaris go to the Namibian Black Rhino Fund.



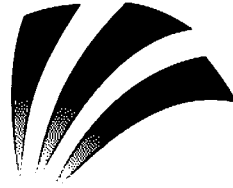
SRI COLLECTION BOXES

The rhino costumes have generated a high profile for Save The Rhino and we would like to capitalise on this by placing rhino costume collection boxes on counters across the country. If you can help us place a box, whether it is in a shop, hotel, restaurant or pub, then please give us a call.

SRI VOLUNTEERS

SRI has been successful at making conservation appealing to younger generations, through parties and fund-raising at festivals and other outdoor events. Such events are most successful when using volunteer support, and we are always in need of volunteers, particularly over the summer when we attend events across the country. Check the SRI summer events calendar and help us if you can.

Neil Bridgland



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is pleased that Mark Millington brought the aims of Save The Rhino International to our attention and Predator U.K. Limited will remain involved with, and promote the aims of, S.R.I. as our business grows throughout the world. Our products will continue to be made available to the "Rhino" Runners to help them compete at the highest level.

POWER TO THE WARRIOR!

For further information on our product range and how your purchase can help Save The Rhino International 'phone or fax our 24 hour hotlines on:

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Fax: 01280 817229



ALLIANCE AIR

PROUD TO BE OF SERVICE
— SAA Associate —

"Rhinos"

flown in to take part in the
Flora London Marathon

Alliance Air was delighted to help Save The Rhino International, by flying two township runners and two rhino runners from South Africa, to take part in the prestigious Flora London Marathon!

We are committed to helping Save the Rhino International, by assisting with flights from Heathrow Terminal One to destinations in Tanzania, Uganda and South Africa.

For further information about how to obtain the shortest flights to Tanzania, Uganda and South Africa, contact Alliance Air's reservations Office.

on: 0181 944 5118



Mkomazi Game Reserve, Tanzania

When I first visited Mkomazi with Tony Fitzjohn four years ago, we flew around the reserve in his Cessna 206 with Tony pointing wildly at this hill and that hill which would be included in the proposed rhino sanctuary. "The Black Rhino loves a mountain or two to walk up" shouted Tony over the noise of the engine. I nodded in agreement whilst peering down into the thick acacia bush below, thinking that either he had gone mad or that perhaps this 50 year old whose energy is both infectious and incredible may well be able to pull-off building Tanzania's first rhino sanctuary.

Two years later I visited Mkomazi again, but this time we were on our way from Mombasa to Mt Kilimanjaro and questioning our own sanity as we had covered the route on foot, clad in our thirty-two pound, 7 foot high rhino costume. The rhino sanctuary fence line was in place, the hills had been included and the next big job was to make sure the sanctuary had plenty of water available. The rhinos had not arrived and Tony was still negotiating with the South Africans as to what price he might have to pay for a breeding herd (six animals). The rhino translocation from Addo National Park in South Africa to Mkomazi makes a wonderfully positive tale. The rhinos in question were originally from the Mkomazi region, taken down to South Africa in the late sixties. Thirty years on their offspring are going home and this time by Hercules planes! The South African air force have offered to fly the rhinos north and this should happen in October 1997.



Save The Rhino have played an important role in the security of the sanctuary, providing Land Rovers and with the kind support of Motorola and their Kenya dealers ICS, a full communications system, including hand-held and mobile two-way radios for the anti-poaching units. A full account of the rhinos' arrival at Mkomazi will hopefully be ready for inclusion in our next newsletter.

David Stirling



The Namibian Black Rhino Fund

A background of African travel and exploration has given Save The Rhino's founders a broad understanding of African culture and society. This has been combined with



Save The Rhino's Cape Town Office

a detailed examination of the evolution of Aid to Africa, and the advice and support of Africans who know what they are talking about. The result is a policy of responsible giving that is unique, long-term and committed.

A major part of our programme of support is to channel financial contributions into endowment funds for the countries with remaining rhino populations. Throughout the year, the income accrued from the capital fund is distributed to the field to support the immediate and long-term requirements particular to that country. The system is simple, non-bureaucratic and relatively risk free. The Game Rangers who spend your financial support are known and trusted and regularly visited by the founders. In short, the system is based on trust and understanding, not suspicion and paperwork.

The first fund was called the Namibian Black Rhino Fund. The fund has grown to US\$165,992 (committed) since 1993 and the annual income distributed to the field increases steadily. There are no wild promises or extravagant gestures, no drought or flood type of funding that can be so destructive to people and their environments.

We believe in calm, consistent support for the right people in the right place, and we believe that those people are best equipped to decide on the final destination of your funding. After all, they have been in the bush, grappling with local people and local wildlife issues, all their lives.

The Game Rangers have used the regular support for a variety of conservation measures that include rhino protection and monitoring, and the local communities. It is worth repeating this broad definition of conservation, to ensure that we pass on intact to future generations what we have received from our forefathers. We believe that the endowment style of support is making a significant contribution to that goal.

We want to build the Namibian Black Rhino Fund to US\$1 Million, with target 10% annual income dispersal to the field of US\$100,000. That annual donation to Namibia will last for as long as the country continues to have rhinos, hopefully forever.

Johnny Roberts



Why South Africa?

Well, to start with, the country is home to 75% of the world's rhinos and 90% of Africa's black and white rhinos.

So why Cape Town?

Quite apart from its superior quality of life to Johannesburg, Cape Town has been an ideal location for SRI to launch its rhino costume events. The costume was used in South Africa for the first time on a bicycle, when it joined 28,000 other South Africans on the 100km Argus Cycle Race around the Cape. The Ultra Marathons (over 25 miles), The Two Oceans (56kms) and The Comrades (92kms) proved greater challenges for the rhinos, but last year in the Comrades one of our fastest and most loyal rhino runners, Mark Millington, succeeded in getting inside the cut-off time for the race, finishing in 10hrs 50mins. Combined with an extensive range of rhino merchandise to supply the ever increasing tourists to Cape Town, Save The Rhino are on course to reaching their objectives down there: making a worldwide audience aware of the rhino costumes and raising funds for South African rhino projects.

We have been fortunate enough to work closely with one of South Africa's most respected conservationists, Clive Walker. Clive has made it possible for us to raise funds in the country through the use of his own charity, The Rhino and Elephant Foundation. As a consequence we are supporting one of his pioneering conservation programmes to relocate white rhino onto community land. The chosen area, Masebe, has been devoid of rhinos for many years and will now receive a breeding herd of five animals, they will be owned and protected by the local communities in a bid to transfer ownership out of Government hands and into the hands of the future guardians of wildlife in Africa; the rural communities.

As this newsletter goes to print, a young Englishman, Daniel Ling, is near to completing a fundraising cycle ride from Victoria Falls to Cape Town for Save The Rhino. He and his team members hope to raise £15,000 for the Masebe project. A detailed account of that cycle ride will appear in the next newsletter.

We would like to take this opportunity to thank Alliance Air for their continued support in donating cost price and free air fares to the charity.

David Stirling





SRI & The Flora London Marathon 1997

Ten running rhino costumes attracted the attention and admiration of the crowds and the media at this year's London Marathon, all putting in excellent performances. In six years of Save The Rhino costume runners competing in international marathons, this was an all time record number of rhinos taking part in one marathon. Special thanks are due to these ten people who form part of the seemingly inexhaustible supply of highly committed SRI supporters who take up the rhino costume challenge in increasing numbers year after year, in so doing raising the profile of the charity and contributing largely to its success.

Especially exciting at the London Marathon '97 were the ground-breaking performances of our first four female rhino costume runners ever. Berry White, Rose Montgomery, Sacha Dench and Jenny Rees Tonge proved that the soon to be established exclusive "Dangerous Rhino Club" is not going to be a male only institution.

The Flora London Marathon '97 will have been our most successful fundraiser of the past year, with 90 runners bringing in a hoped for total of £90,000. Many thanks to all the runners for their commitment in both running and raising the money, also to Rhino Power who sponsored the ten rhino costumes and Alliance Air who kindly flew over four South African runners picked by our Cape Town office. Laka Tsotetsi, one of the South African Save The Rhino runners, finished in 2 hours 25 minutes and 41 seconds, coming 62nd. He was not wearing a rhino costume.

Jane Morris



Save The Rhino auction at David Wynne's exhibition

On 27th February 1997, at The Mall Galleries, a bronze rhino and calf which had been donated to SRI by the sculptor David Wynne, was auctioned at a champagne reception sponsored by Motorola. The auction took place during David Wynne's 50 year retrospective exhibition "A Celebration of Life". Other items donated for auction were an exclusive Safari for two at Sand Rivers in the Selous Game Reserve, Tanzania, a rhino cartoon drawn specially for the occasion by Gerald Scarfe (the inimitable rhino costume designer), and the last of a limited edition of Giorgio Armani Save The Rhino T-shirts.

Two hundred and fifty people managed to make it to the auction on a night when London's traffic was gridlocked, and in excess of £15,000 was raised for Save The Rhino.

Thanks are due to Motorola, David Wynne, Sand Rivers, Gerald Scarfe and Pen Catering, as well as all who attended and bid, for kindly contributing to another successful Save The Rhino event.

Jane Morris



Dr Ian Player & Johnny Roberts at The Royal Geographical Society

After a spellbinding talk in October '96 on "The Value of Wilderness in the Modern World" the celebrated South African environmentalist Dr Ian Player, in London for Sir Laurens van der Post's memorial service, returned to The Royal Geographical Society by popular demand to talk on behalf of Save The Rhino International and The Magqubu Ntombela Foundation again. Dr Player gave a very moving "Tribute to Sir Laurens van der Post" which consisted of an illuminating talk and film.

The Save The Rhino team in London feels privileged and enriched by the friendship which has developed with Dr Ian Player, and we hope he will be returning in September this year to endow us and our supporters with his eloquence and wisdom once more.

Johnny Roberts, Founder Director of SRI, himself influenced by his recent friendship with Dr Player, shared his African experiences, which led to the founding of Save The Rhino International with David Stirling, in "The Rhino Journey", an illustrated talk at the Royal Geographical Society. Johnny's debut into public speaking was particularly well attended and provided an eloquent and fascinating account of the inspiration for, and growth of, Save The Rhino.

Thanks to Motorola and Worldwide Journeys for respectively sponsoring Dr Player's two RGS evenings and to Tennants Auctioneers for sponsoring "The Rhino Journey".

Jane Morris



A female rhino's impression of The London Marathon 1997

It was two days before the marathon when I finally decided to take the plunge and run in the rhino costume.

This was to be the first year that women had ever run in the costume: Sacha, Jenny and Rose having made the commitment to do so some time previously. As I have been working with black rhino for the past 12 years at Port Lympne Wild Animal Park in Kent it seemed only fitting that I should join these three women and six men and become a rhino for the day.

Once at the start, all my pre-race nerves disappeared with the excitement of the build-up to the event. Our impressive ten-strong herd of rhino set off together, at a trot, amongst the other eighty Save The Rhino runners.

The atmosphere around the course was electric. I had never experienced anything like this - people all over the capital were going wild in their enthusiastic support for the rhinos. Their enthusiasm boosted my energy levels and, despite the awkward bulkiness of the 32lb costume, I felt incredibly happy to be wearing it and to be a part of such a phenomena which created all this goodwill.

As the race got underway so the rhino herd began to separate, spreading out into ones, twos and threes, all progressing at different speeds along with their "zookeepers" (These are the essential people who guide, feed, water and encourage the rhino costumes through their "ordeal"). Neil and I joined forces fairly early on and, with a bit of to-ing and fro-ing, managed to stay together right through to the finishing line. We spurred each other on, our zookeepers and friends and family en route spurred us on, and the crowd continued to go crazy with inspirational support as we wove our way through runners, normal and bizarre. It was very humbling to run alongside a one-legged man with crutches, on a roller blade. We also had encounters with Noddy, Bat Man, Big Ben and giant Wombles.

Running up the Mall and crossing the finishing line was without doubt the single most exhilarating and satisfying experience of my life so far.

Thanks very much to everyone involved in organising the marathon and congratulations to all the other runners. It was a great feeling to fulfil a personal ambition and to raise money to help reverse the plight of the rhino at the same time. I'm already looking forward to the next one, New York in November.

Berry White

