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Press release

Consuming wildlife will not make you more successful!

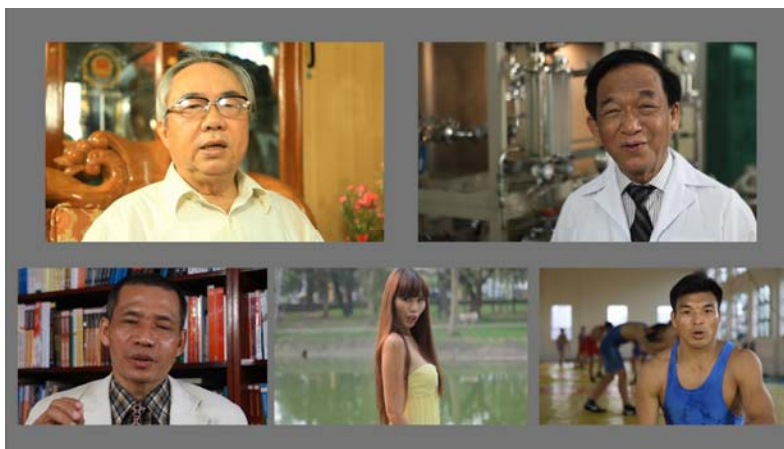
Hanoi, 31 October, 2012 - Education for Nature - Vietnam (ENV) has released a new public service announcement (PSA), starring five well-known Vietnamese public figures urging the public not to consume wildlife.

[The new one-minute PSA](#) will be aired on national and provincial TV stations in Vietnam throughout November and December. It features former politician Vũ Mão, scientist Nguyễn Lâm Dũng, businessman Nguyễn Mạnh Hùng, wrestling coach Mẫn Bá Xuân, and supermodel Vũ Nguyễn Hà Anh, each sharing the message that using wildlife products will not make you stronger, more intelligent, more influential, more successful or famous.

The PSA encourages people not to consume wildlife, and to report wildlife crime to the ENV hotline.

Many of Vietnam's endangered species face the risk of extinction due to illegal hunting and trade of wildlife. Rising consumer demand for wildlife, which is served in restaurants and used in traditional medicines to 'improve human health', has coincided with economic development and an increased standard of living.

"The new PSA is designed to dispel some of the myths surrounding the use of wildlife products," said Mr. Trần Việt Hưng, Vice-Director of ENV. "With the support of so many respected, well-known public figures, the message is clear and strong that consuming wildlife will not make you stronger or more successful in any way."



"Wildlife consumption doesn't bring any benefits to you, but contributes to the decline of our precious wildlife and biodiversity," said Mr. Hưng. "One of the best things anyone can do to protect wildlife is to not consume it in any form, and this is what we are encouraging, before it's too late."

The new PSA is the 14th public service announcement by ENV, and part of an ongoing ENV campaign over the past 12 years to reduce demand for and consumption of wildlife in Vietnam.

ENV wishes to thank the MacArthur Foundation for their partnership and support in producing the wildlife trade PSA.

The PSA can be watched online via this link: <http://www.youtube.com/watch?v=AJDoSPbX2os>

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About Education for Nature – Vietnam (ENV)

Education for Nature-Vietnam (ENV) was established in 2000 as Vietnam's first non-governmental organization focused on conservation of nature and the environment. Our mission is to foster greater understanding amongst the Vietnamese public about environmental issues of local, national and global significance, ranging from protection of wildlife and natural ecosystems to climate change. We employ creative and innovative strategies to influence attitudes and mobilize Vietnamese citizens to live in balance with the natural world and to take action to protect Vietnam's precious environment.

About ENV's Wildlife Crime Hotline

ENV maintains a [toll-free national Wildlife Crime Hotline](#) to facilitate reporting of crimes by the general public. Trained case officers from ENV receive calls and transfer information about wildlife crimes to appropriate local authorities. Each case is then documented and tracked through to conclusion.

Members of the public are kept informed of the results of cases that they report to ENV.

So far, ENV has documented more than 4,500 wildlife crime cases resulting in confiscation of hundreds of animals, closure of wildlife markets and restaurants, removal of advertisements, and punishment to violators, as well as voluntary action by hundreds of violators after initial warnings were issued by ENV.