

August 26, 2013

New Public Service Announcement highlights links between the killing of rhinos in Africa and consumers in Vietnam

Ha Noi, August 26, 2013 – Education for Nature – Vietnam (ENV) has released [a new public service announcement \(PSA\) video](#) aimed at increasing public awareness about the plight of the world's rhinos. By tracing the path of the illegal rhino horn trade from South Africa to Vietnam, the PSA highlights the severe consequences of Vietnam's increasing demand for rhino horn products.

Released as part of ENV's expanding rhino awareness campaign, this is the second video in this year's series of PSAs discouraging the consumption of rhino products.

Using stop motion animation, the PSA follows the international rhino horn supply chain. A rhino is killed by a poacher in the wild and its horn is removed and sold to a dealer. From there, the rhino horn is transported to Vietnam where there is a large demand for illegal rhino products.



Vietnam is one of the world's largest markets for rhino horn, where many people still falsely believe in its healing properties as a traditional medicine. Growing Vietnamese demand has been fuelled by an increase in Vietnam's standard of living, which has given many citizens unprecedented purchasing power.

Domestic demand is a major factor in the poaching of African rhinos. Over the past six years, killings of black and white rhinos in South Africa have increased dramatically. Since January this year at least 553 rhinos have been killed.

"Last year, on average, almost two rhinos were killed illegally in South Africa every day. Vietnamese demand for rhino horn is pushing these endangered species to the brink of extinction," said Ms. Nguyen Phuong Dung, Vice-Director of ENV. *"This PSA sends an important message that, by saying no to the consumption of rhino horn, the Vietnamese people can help save the world's remaining rhinos."*

This is the 16th PSA ENV has produced to reduce consumer demand for wildlife products. ENV gratefully acknowledges Save the Rhino International and RhiNOremedy for their valuable support and partnership in producing this PSA.

The PSA can be watched online at:

- <http://www.youtube.com/watch?v=jKv1csWzmVo> (Vietnamese version)
- <https://www.youtube.com/watch?v=6R2SvN0zusQ> (with English subtitles)

For more information, please contact:

Ms. Le Mai Hanh

Education for Nature – Vietnam

No. 1701, 17th floor, Building 17T5, Hoang Dao Thuy Road, Cau Giay District, Ha Noi

P.O. Box 222 Ha Noi, Vietnam

Tel: +84 4 6281 5424

Email: communication.env@gmail.com

Website: www.envietnam.org (English); www.thiennhien.org (Vietnamese)

Facebook: www.facebook.com/EducationforNatureVietnam

Campaign to bring an end to the killing of rhinos: <http://www.envietnam.org/our-work/rhino-horn-trade-in-Vietnam.html>

About Education for Nature – Vietnam (ENV)

Education for Nature - Vietnam (ENV) was established in 2000 as Vietnam's first non-governmental organization focused on the conservation of nature and protection of the environment. Our mission is to foster greater understanding amongst the Vietnamese public about the need to protect nature and wildlife. We employ creative and innovative strategies to influence public attitudes and mobilize Vietnamese citizens to live in balance with the natural world. We work closely with government partners to strengthen policy and legislation and directly support enforcement efforts in the protection of endangered species of national, regional and global significance.

About ENV's Wildlife Crime Hotline

ENV maintains a toll-free National Wildlife Crime Hotline (**1800 1522**) 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 5,200 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.