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## Public urged to stop consuming bear bile in support of ending bear farming in Vietnam

Hanoi, May 26<sup>th</sup> 2015, Well-known Vietnamese actor Trung Hieu has joined Education for Nature - Vietnam's (ENV's) campaign to end bear farming and is featured in the [latest public service announcement](#) (PSA) released today by ENV. In the PSA, Trung Hieu urges the public to create a better world for future generations by putting a stop to the use of bear bile and an end to the cruel and illegal bear bile industry.

The PSA touches the heart of viewers by showing the concern of a father for his daughter upon seeing her distress watching scenes of bear bile extraction on television. Trung Hieu, who plays the role of the father, soothes his daughter by explaining "No one in our family uses bear bile" then turns to tell the audience "Let's build a world full of happiness and love for our children, by not using bear bile to put an end to the cruel and illegal bear bile industry".



The demand for bear bile poses a critical threat to Vietnam's bears. In 2005, more than 4,300 bears were being kept at farms across the country and exploited for their bile which is used in traditional medicine to treat bruises and other ailments.

*"The PSA will help the public understand that use of bear bile supports a cruel and illegal form of business", says Nguyen Thi Phuong Dung, ENV's vice director. "The public can help play a very important role in ending bear farming and trade in Vietnam by avoiding any use of bear bile and encouraging others to join the fight for our bears."*

This PSA is the 24<sup>th</sup> public service announcement to be released by ENV and is part of a long-term campaign to reduce consumer demand for products made from endangered wildlife.

ENV gratefully acknowledges World Animal Protection for their long term partnership in phasing out bear farming in Vietnam and their valuable support in producing this PSA. ENV also wishes to thank national and provincial TV channels, VTV Cab, An Vien TV (AVG), VTC Digital and RailTV for committing to air the film, enabling this important message to potentially reach millions of people across Vietnam. In addition, ENV wants to express its gratitude to the Hanoi Daewoo Hotel for their support in our campaign to protect bears and for showing the PSA in over 400 hotel rooms.

The PSA with English subtitles can be viewed online at: <https://www.youtube.com/watch?v=XV1ju-kkpD4>

More details about ENV's campaign to bring an end to bear farming and trade can be found at: <http://envvietnam.org/index.php/what-we-do/env-species-focused-campaigns/end-bear-farming-and-trade>

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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 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.

## **ENV's strategic approach to tackling the illegal wildlife trade**

ENV focuses its activities on three major program areas that comprise ENV's integrated strategic approach for addressing illegal wildlife trade. These include:

- Reducing consumer demand for wildlife products through investment in a long-term and sustained effort to influence public attitudes and behavior
- Strengthening enforcement through direct support and assistance to law enforcement agencies, and mobilizing active public participation in helping combat wildlife crime
- Working with policy-makers to strengthen legislation, close loopholes in the law, and promote sound policy and decision-making relevant to wildlife protection.