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Celebrity Dancer Tuyet Minh urges public not to consume bear bile

Hanoi, October 6th 2015 - Well-known Vietnamese dancer, Tuyet Minh appeared in Education for Nature-Vietnam's (ENV's) [latest public service announcement](#) (PSA), urging the public to use modern medicine instead of bear bile to help put an end to the cruel and illegal bear bile industry.

In the PSA, Tuyet Minh develops bruising on her wrists after performing a beautiful aerial silks dance routine. Her assistant suggests that she treat the bruises with bear bile, but she strongly refuses. As a professional dancer with extensive experience treating her own aches and pains, she sends viewers a wise message: *“Bear bile is not a magical medicine. If you get bruises or have health issues, seek modern and effective treatment instead.”*



In Vietnam, bear bile has been used as a traditional medicine to treat bruises and other ailments for generations, but its use poses a critical threat to bear populations. In 2005, more than 4,300 bears were in captivity for bile extraction. Even though the number of captive bears has dropped to approximately 1,250 (as of early 2015), and the demand for bear bile has decreased 61% (according to a 2014 study), the work to protect bears and end bear farming is far from over.

“In order to end the cruel and illegal bear bile industry, the Vietnamese public must stop consuming bear bile,” says Nguyen Thi Phuong Dung, ENV's Vice Director. *“Advances in medicine over the past several decades have lowered costs and improved treatments. It's time for people to put their trust in modern medicine and stop believing in old myths.”*

This PSA is the 26th television public service announcement 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 to help end bear farming in Vietnam and for their valuable support in producing this PSA. ENV would also like to thank national and provincial TV channels, VTV Cab, An Vien TV (AVG), VTC Digital, and International Media Joint Stock Company (IMC) for airing the film and enabling this important message to reach millions of people across Vietnam.

The PSA with English subtitles can be viewed online at: <https://youtu.be/OnzjiCrtq4>

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.