

December 14, 2016

Run for Wildlife – take action against extinction

Ha Noi (Dec 11, 2016) – Over 600 runners took to the streets today to participate in the 2016 “Run for Wildlife”. The run was a way for participants to demonstrate their support by “taking action against extinction” and urging the public not to use traditional medicine made from endangered wildlife.



The 10th annual run was hosted by the Hanoi Red River Runners (RRR) in partnership with Education for Nature – Vietnam (ENV). This year, participants had the opportunity to choose one of four endangered species that they would be running for, tigers, bears, rhinos, and pangolins. All of these species are often hunted and used in traditional medicine.

“Time is running out for tigers, rhinos, bears and pangolins,” said ENV Vice Director, Ms. Nguyen Phuong Dung. *“Each of us must act now to bring an end to the killing of these animals, and one important and meaningful action we can take is not to consume traditional medicines made from endangered wildlife.”*

“Moreover, when you choose to use modern medicine over use of traditional medicine made from wildlife, you are both helping yourself and saving lives in nature,” said Ms. Dung.

Among the participants running for wildlife today were teams from the British, American, French, South African, European Union embassies and the U.S. Agency for International Development, as well as ENV’s corporate partners, including Pan Pacific Hanoi, Netco Post and Cargo Company and teams from the NGO community. As always, RRR hosted 5k, 10k, and 21k (half marathon) races to allow for as much participation as possible, from small children to seasoned runners.

* Tigers: As few as five may remain in the wild in Vietnam. Tiger bone glue is used in traditional medicine.

* Rhinos: Rhinos were declared extinct in Vietnam in 2010. Demand for rhino horn in Vietnam and China continues to fuel rhino killings in Africa. Rhino horn is used as a traditional medicine and as a means of showing off one’s success and status.

* Bears: The number of bears on farms has decreased from 4,300 in 2005 to about 1,200 animals today. Bear bile is also used as a traditional medicine.

* Pangolins: Pangolins are considered the world’s most illegally trafficked mammal. They are consumed in restaurants and the scales are used in traditional medicine.

“We were excited about the event this year. Our runners not only had the opportunity to engage in a healthy activity they love, but in doing so, they are also helping protect endangered species,” said Mr. Richard Leech, Hanoi Red River Runners. “I hope that their messages will inspire others across the country to take action to protect wildlife”

ENV would like to thank the public for their participation in the race, both as runners and fans along the route, as well as the Hanoi Red River Runners for hosting this annual event in support of wildlife protection. We would also like to thank the volunteers from ENV Wildlife Protection Network that dedicated their time to assist with the race, without whose support this annual event would not be possible.

ENDS

For more information, please contact

**Communications and Public Awareness Team
Education for Nature – Vietnam**

communication@envietnam.org

Tel/Fax: +84 4 6281 5424/ +84 4 6281 5423

Website: www.envietnam.org Facebook: [facebook.com/EducationforNatureVietnam](https://www.facebook.com/EducationforNatureVietnam)

About ENV

Education for Nature – Vietnam (ENV) was established in 2000 as Vietnam’s first non-governmental organization focused on the conservation of nature and the protection of the environment. ENV combats the illegal wildlife trade and aims to foster greater understanding amongst the Vietnamese public about the need to protect nature and wildlife.

ENV employs creative and innovative strategies to influence public attitudes and reduce demand for wildlife trade products. ENV works closely with government partners to strengthen policy and legislation, and directly supports enforcement efforts in the protection of endangered species of regional, national, and global significance.

Since 2007, ENV has focused its activities on three major program areas that comprise ENV’s integrated strategic approach for addressing illegal wildlife trade in Vietnam. 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

About the Song Hong Half Marathon and Hanoi Red River Runners

The Song Hong Half Marathon is a non-profit event organized by the Hanoi Red River Runners, a volunteer-led running club. The Red River Runners meet every Saturday afternoon to run through the fields and suburbs skirting the Red River in Hanoi and every Wednesday night for speed training along West Lake. On occasion, they also meet to host time trial events.

Website: <https://redriverrunners.com>

Facebook: <https://www.facebook.com/redriverrunners.hanoi>