

Cameo role of soap opera star Lan Huong spotlights tiger protection

Ha Noi, February 25, 2019 - Famous Vietnamese drama actor, Lan Huong has thrown her star quality behind the need to protect the world's remaining wild tigers in a [newly released Education for Nature – Vietnam \(ENV\) Public Service Announcement video](#).

Reprising the battle ax mother-in-law role which has made her a household name in Vietnam, Lan Huong has joined with ENV to highlight the critical tiger conservation part the public can play by not consuming tiger products.

[The PSA](#) video features the age-old clash between modern and traditional life in Vietnam when it collides head-on at an engagement party. While the party is supposed to smooth the path to marriage, Lan Huong's controlling future mother-in-law rings alarm bells as soon as she arrives. Raising fears about what their relationship may hold, Lan Huong's character finally dooms the forthcoming nuptials by offering tiger bone as a gift to her son's in-laws.



The old-fashioned gesture is met with universal disdain, and she is left awkward and embarrassed when her son's future in-laws representing modern Vietnam hurriedly depart along with their daughter.

Many Vietnamese people today still believe that tiger bone glue is a magic medicine that can cure bone related ailments and help improve general health. As Vietnam's middle class continues to grow, enriched by the country's rapid economic growth, tiger bone unfortunately came to be valued as a high-status gift for special occasions. This has stimulated greater demand for tiger bone and contributed to the dramatic decline of tiger populations in Vietnam.

Over the past few decades, the status of the tiger continues to be a concern in Vietnam and across the tiger's native range with scientists estimating that fewer than five tigers may remain in the wild. Tigers are mainly threatened by hunting and illegal trade, as well as loss of habitat. ENV's statistics alone have recorded 632 violations related to advertising, selling, possession, and smuggling of tigers in 2018.

"If this trend continues, the tiger is likely to be the next high-profile species to be declared extinct in Vietnam," Ms Nguyen Thi Phuong Dung, ENV's Vice Director said. "The future of our tigers, and indeed the world's tigers, depends upon us and what we do now."

Ms Dung went on to encourage the public to 'get involved' by avoiding use of tiger products, encouraging their elders to seek modern medicine, and by reporting tiger crimes to the authorities or to ENV Wildlife Crime Hotline 1800-1522.

"We in the so-called modern world must move away from exploitive practices, such as killing tigers, based on falsely-held beliefs about the magical medicinal value of their bones, and remove the status attached to these products. Modern Vietnam has moved on. It's time for us to preserve Vietnam's wild tigers - not on farms or in cages, but in nature." Ms Dung affirmed.

[The PSA](#) is part of ENV's long term campaign to reduce consumer demand for products made from tigers

and address the illegal tiger trade. The new PSA will be aired on national and provincial television channels throughout Vietnam in coming months, and can be watched online on [ENV's YouTube Channel](#).

ENV gratefully acknowledges actor Lan Huong, the U.S Fish and Wildlife Service and the International Fund for Animal Welfare (IFAW) 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 Sen Communications for airing the film and enabling this important message to reach millions of people across Vietnam.

ENDS.

For more information, please contact:

Communications Team

Communication.env@gmail.com

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

Website: www.envvietnam.org Facebook: <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.