

## Official launch of the SOS traveling exhibition Remembrance poster for the Javan Rhino

**Ho Chi Minh City, 28<sup>th</sup> November, 2011** – Wildlife At Risk (WAR) in collaboration with Ho Chi Minh City Department of Education and Training and Ho Chi Minh City Forest Protection Department announces that the “SOS traveling exhibition – Education on wildlife product consumption” will be officially launched on Saturday 3<sup>rd</sup> December 2011, at Minh Duc Secondary School, Ho Chi Minh City. There will be roughly 500 delegates and students attending this special launching ceremony.

With the important message, “Say no to illegal wildlife products”, the SOS travelling exhibition provides children aged 12 - 15 years old with useful knowledge and astonishing information related to the consumption of wild animal products, thereby directing and urging the students to act and help Vietnams’ endangered wildlife before it is too late. This exhibition is developed based on the results of the residential and secondary school student survey on consumption of wild animal products in Ho Chi Minh City” that was released by WAR in May 2011.

According to Ms. Huyen Do Thi Thanh, Wildlife Education Manager, WAR “*The SOS travelling exhibition is a professionally designed tent measuring roughly 60m<sup>2</sup> including many attractive models, photographs, objects, sounds, movies and games. Children visiting the SOS educational tent can not only see but also hear, touch and interact with the exhibits and games. Helping guide and interpret information during the exhibition are more than 20 trained active volunteers studying at various universities throughout Ho Chi Minh City*”.

The SOS traveling exhibition is one WAR’s main educational project to help save wildlife from possible extinction as the Javan Rhino that was announced extinct throughout Vietnam in October 2011. On this occasion, WAR has also released a poster to remember the Javan Rhino extinction in Vietnam. Delegates will receive this poster free of charge. The launching ceremony will also include a special section to memorize this species.

Mr. Khoi Nguyen Vu, WAR’s director stated that, “*Following the Javan Rhino, many other species may be facing extinction in the next decade, including large mammals such as the tiger and also the elephant. We are doing our best to ensure that the students – our future generation understand the consequences of the illegal wildlife consumption and trade. We hope that they will be willing to commit towards wildlife protection before it is too late. Wildlife is calling for our help, as the name of the exhibition tent highlights - SOS.*”

By the end of 2012, the SOS travelling exhibition will be operating throughout 40 secondary schools in Ho Chi Minh City targeting more than 20,000 students and teachers. WAR is looking forward supports in order to operate this exciting exhibition to other secondary schools.



The poster memorizing the Javan Rhino extinction in Vietnam

## Contact

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## Additional information

You are invited to attend the launching ceremony of the “SOS travelling exhibition – Education on wildlife product consumption”

*Time:* 8.30 AM

*Date:* Saturday, 3<sup>rd</sup> December, 2011

*Venue:* Minh Duc Secondary School, 75 Nguyen Thai Hoc st, District 1, Ho Chi Minh City.

## About WAR

Wildlife At Risk (WAR) is dedicated to protecting the biodiversity of Vietnam by combating the illegal wildlife trade and promoting the conservation of endangered species and their habitats.

Founded in 2003 in Vietnam, WAR currently co-operates with government bodies, local authorities, institutions, organizations and individuals both nationally and internationally to implement its initiatives in four provinces including Ho Chi Minh City, Kien Giang, Dong Nai and Can Tho. WAR is working in three areas including:

- **Wildlife education programmes** aim to raise awareness, improve knowledge, foster attitude and enhance skills for stakeholders so that they are able to make educated decisions to change their behaviours towards wildlife protection.
- **Enforcement programmes** aim to reduce the exploitation of endangered species and support the confiscation, rehabilitation and possible release of illegal traded wildlife. WAR is working with the Forest Protection Department to support, establish and operate the Cu Chi Wildlife Rescue Station, Cat Tien Bear and Wild Cat Rescue Station, and Hon Me Wildlife Rescue Station.
- **Conservation programmes** aim to identify the richness of biodiversity and to safeguard endangered species and their habitats. WAR experts investigated lots of various species such as butterflies, bats, fish, birds, reptiles, amphibians, and orchid plants.



Gab, the ambassador and logo of the SOS travelling exhibition