



Press Release #2

Ho Chi Minh City, 3<sup>rd</sup> December, 2011

## Launching the SOS traveling exhibition

**Ho Chi Minh City, 3<sup>rd</sup> December, 2011**– Wildlife At Risk (WAR) in collaboration with Ho Chi Minh City (HCMC) Department of Education and Training, HCMC Forest Protection launch the “SOS traveling exhibition – Education on wildlife product consumption” at Minh Duc Secondary School, District 1. The launching ceremony not only officially launches the SOS traveling tent but also urges leaders, students and participants to act to help Vietnam’s wildlife that faces possible extinction such as the Javan Rhino.

More than 500 people participating in the launching ceremony are included leaders of HCMC Department of Education and Training, HCMC Forest Protection Department, representatives of Department of Education and Trainings from all districts of HCMC, administrators from HCMC Secondary Schools, teachers and students representing Minh Duc Secondary School, Wildlife At Risk staff, non-governmental organisations, volunteers from many universities in HCMC and local media. Also attending the ceremony are representatives of Dragon Capital Corporation and Mango Bay Resort who have sponsored the SOS traveling exhibition.

After cutting the inauguration ribbon, all participants and students visit the SOS travelling exhibition. This is a tent of about 60m<sup>2</sup> that included different interactive exhibits, models and games. The SOS travelling exhibition tent emphasizes that consumers are the most dangerous threat to wildlife. Everyone can contribute to wildlife protection by: "Say NO to illegal wildlife products." More than twenty volunteer students who guide the students at the travelling tent are also presented. These volunteers were equipped with adequate knowledge and skills and now are ready to help secondary school students through the exhibition.

Ms.Huyen Do Thi Thanh, Wildlife Education Manager, WAR stated that: *“WAR has studied and researched carefully before developing the SOS traveling tent to ensure that the exhibition highlights serious issues of illegal wildlife product consumption in an impressive but relaxed manner for the students. We expect that leaving the exhibition, the students will be moved and willing to act to protect Vietnam’s unique wildlife”.*

In memory of the Javan Rhino, participants and students listen to a unique song about the Javan Rhino in Cat Tien National Park and spend a minute of silence to remember this charismatic mammal. Writer of the Rhino song Mr. Thanh Phuoc, staff of Cat tien National Park also shared memories about the rhino to help compose the song. Fifty best paintings from the drawing contest titled “Treasures of the forest” focusing on conservation of the Javan Rhino and other endangered wildlife, designed by secondary school students from March to May 2011 are also displayed at the ceremony. Each participant also receive a special poster in memory of the Javan Rhino that reminds everyone that, “The Javan Rhino has gone forever. Let’s protect other wildlife so it does not suffer from the same fate as the Javan Rhino”.

Mr. Nguyen Hoai Chuong, Vice Director of HCMC Department of Education and Training expressed that: *“The SOS traveling tent provides an opportunity for our students and teachers to learn useful knowledge and information related to the illegal wildlife product consumption in HCMC. We are totally committed to support WAR and HCMC Department of Forest Protection in operating this exciting traveling exhibition in the secondary schools in order to call for supports from teachers and students on wildlife protection.”*



According to Mr. Nguyen Vu Khoi, Director, WAR: *“We highly appreciate the cooperation of the HCMC Department of Education and Training and HCMC Department of Forest Protection in this program. It shows the serious attention of different bodies in educating a younger generation who appreciates Vietnam’s nature and be willing to conserve it.*

By the end of 2012, the SOS traveling exhibition will be operating throughout 40 secondary schools in Ho Chi Minh City targeting more than 20,000 students and teachers.

## Contact

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*Say No to illegal  
wildlife products!*



## Additional information

### 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 it's initiatives in four provinces including Ho Chi Minh City, KienGiang, 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.

