

# Save the Rhino!



## Ten good reasons to save rhinos

- ***Rhinos are critically endangered***
  - At the turn of the 19th century, there were approximately one million rhinos.
    - In 1970, there were around 70,000.
    - Today, there are only around 28,000 rhinos surviving in the wild.
    - In 2018, some of us are lucky enough to be able to travel to Africa and Asia to see them in the wild. In 2030, when our children have grown up, will they still be able to see wild rhinos?
- ***Rhinos have been around for 40 million years***
  - Rhinos have been an important part of our planet for millions of years; we must not let them join the dodo in extinction.
- ***Humans have caused the drastic decline in numbers***
  - illegal logging (cutting down trees) and pollution are destroying their habitat.
    - Poachers kill rhinos for the price they can get for the horns (used for traditional Chinese medicine,
- ***Rhinos are an umbrella species***

When protecting and managing a rhino population, rangers and scientists take in account all the other species interacting with rhinos and those sharing the same habitat. When rhinos are protected, many other species are too; not only mammals but also birds, reptiles, fish and insects as well as plants.
- ***Rhinos attract visitors and tourists***

Rhinos are the second-biggest living land mammals after the elephants. Together with lion, giraffe, chimpanzee and polar bear, the rhino is one of the most popular species with zoo visitors. In the wild, rhinos attract tourists who bring money to national parks and local communities. They are one of the “Big Five”, along with lion, leopard, elephant and buffalo.
- ***Money funds effective conservation programs that save rhinos***

We know that conservation efforts save species. The Southern white rhino would not exist today if it were not for the work of a few determined people, who brought together the 200 or so individuals surviving, for a managed breeding and re-introduction programme. Today, there are some 20,405 (as at 31 Dec. 2012) Southern white rhinos.

With more money, we can support more programs, and not just save rhino populations, but increase numbers and develop populations. The Northern white rhino subspecies may just have become extinct, but it is not too late to save the rest.

# How you can help

- Report any suspicious activity to the authorities, if you suspect someone is selling/buying rhino horn products.
- Donate towards much-needed anti-poaching equipment and support
- Become a member of Save the Rhino and join the struggle
- Become an ambassador for rhinos by fundraising and raising awareness with you friends, family, fellow students and work colleagues.

## Persuasive techniques

### Facts/Statistics

eg. 97% of Africa's Black Rhino population has been slaughtered in the last 40 years.

### Modal verbs

eg. will, must, shall, can, should, would and could

### Feelings and Emotive language

eg. It makes me incredibly upset..

The Rhinos deserve the same treatment we receive

### Rhetorical Questions

eg. How would you feel?

### Groups of 3

eg. Poaching is illegal, immoral and selfish