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Dear President Zuma,

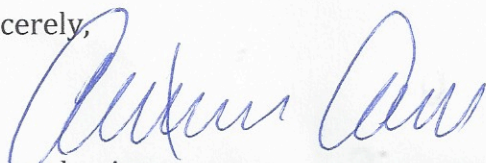
I am writing to encourage you to devote all possible resources toward combatting rhino poaching.

Not only are rhinos beautiful, strong, majestic creatures, they are also an important part of your country's economy. Tourism accounts for a huge portion of South Africa's GDP, with more than 10 million foreign visitors every year. Most of those visitors have come to see Africa's incredible wildlife. As long as the poaching continues to go unchecked, South Africa will be losing one of its most valuable natural resources. Additionally, the international media coverage and outrage around poaching shows foreign visitors a side of South Africa that is unstable, violent and callous. Show the world another side of your country by:

- Instituting tougher punishments for poaching gangs
- Increasing border security and checks for wildlife products being smuggled out of the country
- Improving education through out the country on the power and benefits of working with, rather than against, wildlife
- Increasing funding for rhino protection nation-wide

Thank you for your consideration.

Sincerely,



Alexandra Ames

London, United Kingdom