

1/10/2013

Dear President Zuma,

I am writing to ask that you endeavor with all possible alacrity to stem the rising tide of rhino poaching within South Africa's borders. As a child, I was fascinated and entranced by picture books documenting Africa's Big Five wildlife, and it fills me with sorrow to think that the next generation of the world's children will be deprived of these natural wonders.

In addition, the eco- and safari tourism generated by these animals is a huge boon to your country's economy. They are far more valuable alive in South Africa's wildlife reserves and national parks than ground to powder in a Chinese apothecary.

The power to act is yours, Mr. President. Please use it.

Sincerely,  
Matthew Baldwin  
San Diego, CA  
USA