

Oct. 5, 2012

Dear President Zuma,

I am writing to implore you to take action to further protect rhinos in the wild. Of course you are aware that these magnificent creatures are facing a critical decimation of their populations for their horns, which carry a heavy price in black markets around the world. As one of the founders of the Planeteer Movement, I speak for an entire generation of young environmentalists when I say that this issue is taken very seriously around the world.

It seems that there are many myths regarding rhinos, that powder made from rhino horns has various purposes including prolonging youth and that it can be taken as an aphrodisiac. These myths are pushing a vulnerable species towards the edge of extinction from which it may never return. Of course, the issue is that certain buyers are willing to pay a significant amount of money for this “delicacy.”

There are several options that you may act on to help rhinos in this crisis. Education of the situation, the myths, and the penalties for poaching. Stricter customs standards to monitor the illegal export of animal products and incoming visas from foreign hunters. Raising the penalty for poaching. I have read that South Africa ramped its protection efforts earlier this year, but I urge you to please take further steps in protecting these animals.

Thank you so much for your time.

Sincerely,

Kyle King

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