

Tuesday, October 16, 2012

President Jacob Zuma  
Private Bag X1000,  
Pretoria  
South Africa 0001

Dear President Zuma,

I am writing to encourage you with a personal plea from the US to devote all possible South African resources at your disposal toward combating Rhino poaching in your country. Not only are Rhinos beautiful and majestic creatures, they are also an important part of your country's economy and the eco-system. South Africa is home to the Big Five - lion, elephant, white rhino, cape buffalo and leopard. While all of them are at risk, on average two rhinos are killed every day through illegal and cruel poaching.

Tourism accounts for a huge portion of South Africa's GDP, with more than 10 million foreign visitors each year. Most of the visitors come to see Africa's incredible wildlife such as the Big 5, but unless poaching is stopped now, South Africa will be losing one of it and the world's most valuable natural resources and tourism dollars.

Current international media coverage and outrage around poaching shows foreign visitors a side of South Africa that is unstable, violent and callous. Please show the world another side of your amazing country. You have an amazing opportunity to show the world your true heart by instituting a few simple yet powerful changes such as:

- Instituting the toughest punishment for poaching individuals and gangs as well as the people they are supplying
- Increasing boarder security and checks for all wildlife products, including bush meat, being smuggled out of the country
- Improving and expanding education throughout the country about the power and benefits of working with, rather than against wildlife. Introduce the children and people of

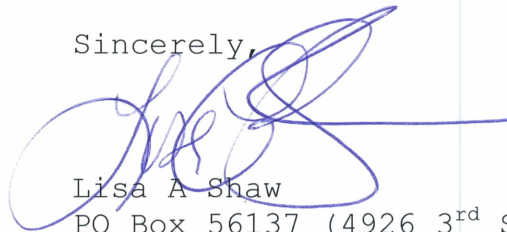
South Africa to the animals that they share their country with.

- Increasing funding for Rhino and other threatened and endangered species and habitats protection nationwide
- Increase trade restrictions with countries that are knowingly supporting the eradication of Africa's precious resource

Each of these changes will make an immediate and lasting difference and will allow these precious animals to thrive for generations to come, ensuring your country and the rest of the world will be able to enjoy all that South Africa has to offer for generations to come.

Thank you for listening to my pleas and we hope you will do the right thing for South Africa and for its animals as well.

Sincerely,



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cc: One More Generation

SPOTS - Strategic Protection  
of Threatened Species