

DISAPPEARING ICONS

Rhinos are under siege, especially in South Africa where indiscriminate poaching is driving these beautiful animals to extinction. The desired bounty? Those long appendages that majestically protrude from their snouts. Rhino horn is a staple commodity in many Asian countries, primarily as a symbol of wealth and power, a party drug for the wealthy, and a material for carvings, curios, and everyday objects. It is also a component of Traditional Chinese Medicine (TCM).

In Africa and beyond, sophisticated criminal networks have now replaced opportunistic poachers, posing an increasing threat to human life and imperiling tourism's economic stability.

Political change is desperately needed, but it's not the only challenge. In order to create a global force for change, we need to empower ourselves through social awareness and education.



SMALL ACTIONS BIG IMPACTS

Action For Rhinos is a grass-roots community organisation headed by Jane Acott and Laurian McLaren. Our organization was founded after identifying the need for curated information and public resources due to the dramatic increase in rhino fatalities caused by poaching.

We aim to promote the conservation and preservation of our five remaining rhino species through education and improved understanding of rhinos and the threats to their survival.

Through shareable media, free downloads, and our education programme, we provide factual information about rhinos and the poaching crisis.

If you would like to learn more about our projects, our resources, or our partnership and sponsorship opportunities, please contact us.

You can reach us through any of our social media channels or by email at janeacott@sky.com and laurian@rhisotope.org.

 [facebook.com/actionforrhinos](https://www.facebook.com/actionforrhinos)

 [@ActionForRhinos](https://twitter.com/ActionForRhinos)

 [@actionforrhinos](https://www.instagram.com/actionforrhinos)



ACTIONFORRHINOS.COM

"RHINO CONSERVATION THROUGH EDUCATION"



RHINO EDUCATION PROJECT



A big adventure for young explorers
By actionforrhinos.com

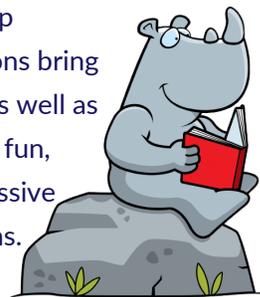


The children who grow up wanting to save rhinos will become the adults who take action

BRING RHINO CONSERVATION INTO THE CLASSROOM

Educating children about rhino conservation can be an effective way to protect rhinos.

Our education project is designed to help teachers and extra-curricular organisations bring rhino conservation into the classroom, as well as provide parents and primary carers with fun, engaging resources which encourage passive learning without geographical restrictions.



"Action For Rhinos is taking direct, effective action for the benefit of these critically endangered, innocent and utterly irreplaceable creatures. It's an honour to stand shoulder to shoulder with this wonderful organisation and a privilege to represent the crucial work they are doing"

Dan Richardson
Actor, Director & Education Ambassador



EDUCATION. CONSERVATION. PRESERVATION

A BIG ADVENTURE FOR YOUNG EXPLORERS

We offer eight topical online discovery destinations that can be incorporated into curriculum-based lessons or taught as standalone topics in a classroom environment or at home.

Each destination offers a range of age-appropriate videos, sound bites, and presentations, as well as factsheets and activities.

Add another dimension to your lesson with a virtual video presentation that gives students a unique opportunity to interact with rhino experts and advocates.

Sessions can be customised to cover specific areas of rhino conservation to suit your needs.

