



AN ESTIMATED 96 ELEPHANTS ARE KILLED EACH DAY FOR THEIR IVORY.

JOIN US TO SECURE A FUTURE FOR ELEPHANTS



Elephants are the world's largest land mammal and have few predators. The human demand for ivory is the greatest threat to their survival. An estimated 30,000 elephants are killed each year for the illegal ivory trade.

This trade, like other illegal trade in wildlife and wildlife parts, is controlled by dangerous international criminal networks, and has been linked to terrorism and the trafficking of drugs, arms and people.

**Our Future for Wildlife program protects elephants by...**

- Addressing poaching and illegal ivory trade
- Supporting law enforcement efforts
- Engaging and empowering the public and educating consumers

We have a responsibility to protect elephants for future generations. The African elephant population has declined by more than 65% in the last decade due to poaching. Join our efforts to reduce poaching and address the illegal ivory trade.

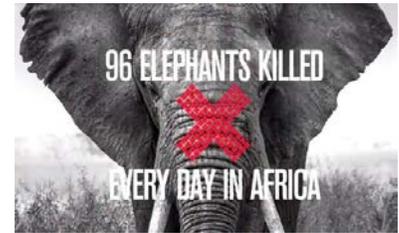
Visit [FutureForWildlife.org](http://FutureForWildlife.org) to learn more and make a difference.

# The Zoo's Elephant Conservation Program

Addressing illegal ivory trade requires strategic efforts at all points in the illegal wildlife trade chain, from collector to consumer. This involves anti-poaching efforts, law enforcement and regulatory agency support, legislation and political action, large-scale awareness building and education, and public advocacy and behavior change. The Zoo works with the following partners to secure a future for elephants.

## Educating consumers and advocates to help stop the illegal ivory trade

The 96 Elephants campaign is a broad-based coalition initiated by the Wildlife Conservation Society. It brings together organizations and citizens to help stop the illegal trade of ivory by preventing poaching, halting ivory trafficking, and reducing demand for ivory. US public and government action and advocacy are key components of the campaign.



- **96 elephants has spearheaded efforts to secure federal and state moratoria on ivory, increased public awareness of the US role in the ivory crisis, and built a broad constituency to take federal and global action to help elephants.**

## Addressing illegal wildlife trade and reducing the demand for wildlife products

The US Wildlife Trafficking Alliance is a coalition of leading non-profit organizations, companies, foundations and media interests working together to reduce the purchase and sale of illegal wildlife products. Goals include raising public awareness on the wildlife trafficking crisis, reducing demand for wildlife products, and mobilizing companies to adopt best practices and educate consumers.



- **USWTA currently involves more than 40 members including WWF, WCS, National Geographic Society, IFAW, HSUS, WildAid, TRAFFIC, Discovery Communications, Ebay, Etsy, Google, Ralph Lauren, and others.**

## Actively combating the trafficking of ivory and rhino horn

Specially trained African Wildlife Foundation detection dogs help stop trafficking by sniffing out illegal ivory and rhino horn at ports and check points. This increases seizure rates, deters traffickers and intercepts wildlife products headed for transit countries and destined for consumer markets.



- **A well trained sniffer dog and its handler can search 300 passengers and 600 bags in less than 30 minutes with more than 90% accuracy. It would take 36 customs officers to attempt to do the same.**

## Join our efforts to secure a future for elephants.

- **Never buy products made from protected wildlife or their parts, or support vendors who sell them. Encourage others to do the same.**
- **Visit [FutureForWildlife.org](http://FutureForWildlife.org) to learn more and make a difference.**

