

## IFAW World Animal Day.

Public event -- "Why we can't trade them, Say No to wildlife and wildlife products" exhibit was launched at Center Square of Beijing SOGO Shopping Mall on Oct 4<sup>th</sup>, World Animal Day. The event was co-organized with Beijing SOGO, which is one of the most popular and biggest department stores in Beijing. On the opening ceremony Beijing SOGO pledged to remove any endangered wildlife products (including ivory, rhino horn, bear bile, tiger products and etc) from their own shelves and call for more retailers to join them to stop selling wildlife products. Animal activist and famous China Central TV host, Ms Zhang Yue, gave a rousing speech at the ceremony.

To engage public involvement, six pictures of animals (tiger, bear, whale, seal, elephant and raptor) were glued onto the floor. Silver colored tape was used as bars to entrap the animals. People are encouraged to remove the tape which represents freeing the animals. We also set up a cage on the square to ask people to get in and feel what it is like if they are locked up in a cage.

IFAW also initiated a petition on Chinese twitter (<http://weibo.com/ifaw>) to call on more people to say No to wildlife products. In 7 days, IFAW more than 4000 people participated in our activities. We also received over 1900 comments and many of them promised not to consume or trade any wildlife/wildlife products.











