

Born to be Wild – Saving the Majestic Tiger

Final Report to 21st Century Tiger



I. Project Information:

Project name – Born to be Wild – Saving the Majestic Tiger

Location – China

Start Date – July 2011

End Date - June 2012

II. Project Abstract:

Tigers are in crisis. Wild tigers once numbered around 100,000 across Asia, but have declined to fewer than 3200 today. They face increasing threats from loss of habitat and prey base, and poaching to supply the illegal trade of their parts and derivatives.

Trade bans on tiger parts and products have been somewhat effective. As a primary market for tiger bone (historically an ingredient in Traditional Chinese Medicine but now removed from the pharmacopeias), China banned the trade of tiger bone in 1993. China's trade ban and the subsequent removal of tiger bone from the list of approved TCM ingredients significantly reduced the TCM demand for tiger parts in China.

However, the residual demand in China for tiger bone remains despite the trade ban; and, in recent years, has been further stimulated by the illegal marketing of tiger bone products from tiger farms. A survey by the International Tiger Coalition in 2007 on the consumptive behavior of Chinese indicates that nearly 50% of the respondents said they have consumed recently what they thought to be tiger products. And, IFAW's wildlife trade investigation in China into the physical markets and the Internet found an upsurge of illegal trade of tiger parts and products leading up to and during the Year of the Tiger (2010).

The illegal trade of wildlife and wildlife products is further exacerbated by the expansion of the Internet. According to China Internet Information Center, by 2012, China had an online

population of 538 million and 1.91 million websites. The number of people shopping online increased by 83.5% in 2011. Despite China's trade ban of tiger parts and the pledge from China's Premier Wen Jiabao at the St. Petersburg International Tiger Forum, to crack down on poaching, smuggling and trading of tiger products, the marketing and trade of tiger products from government endorsed tiger farms go unabated.

Reducing demand for tiger parts and products from all sources is essential if wild tigers are to gain the relief from poaching required to stop their precipitous decline. Conducting demand reduction campaigns both online and offline in China, with a particular focus on the younger generation, is vitally important for the long term attitudinal change to reject tiger and other wildlife products.

With less ingrained superstitious beliefs about the use of tiger bone, the younger generation is more accepting of animal welfare and conservation messages. When they understand the linkage between consuming tiger parts and the decreasing number of tigers remaining in the wild, they will not only influence their own behavior in the future but they can have a direct and immediate impact on their parents' consumptive behaviors.

Over the past decade, IFAW has conducted numerous consumer awareness campaigns both online and offline in China to reduce the demand for wildlife parts - including bear bile, elephant ivory and tiger parts. The creative team at IFAW, composed of people with understanding of Chinese culture, history and the political environment, has designed campaign messages that resonate highly with the Chinese public, particularly the younger generation. Through conventional and new media, IFAW's campaign messages have reached millions of people.

Collaborating with government law enforcement agencies and online companies, IFAW has also facilitated the establishment of a multi agency task force addressing illegal wildlife trade online. IFAW monitors online wildlife trade and urges other relevant agencies to take action to enforce the laws and establish more wildlife-friendly policies. At IFAW's urging, China's largest internet shopping website, Taobao.com (Treasure Hunt) banned the online trade of numerous wildlife species including products from tigers, bears, rhinos, elephants, turtles and sharks.

III. Project Need:

Tigers in the wild have experienced a dramatic decline. Surveys in India, long thought a tiger stronghold, indicate that there may be as few as 1,200 tigers left. In recent years, results from a WCS survey reveal a possible 41% drop in the Amur tiger population in the Russia Far East from its average over the past 12 years. In China, there are fewer than 50 wild tigers remaining and the South China tiger hasn't been seen in the wild for over 30 years and is believed to be functionally extinct. The total number of tigers left in the wild could be less

than 3,200. Unless intensive conservation efforts are implemented quickly and effectively, the wild tiger may not survive through this century.

There is a continued demand in China for tiger parts and this is being fueled by tiger farms. Although there are fewer than 50 tigers remaining in the wild in China, over 6,000 captive tigers live in Chinese tiger farms. Since the market for tiger bone in TCM has been effectively contained by China's 1993 trade ban, these rich tiger farming businessmen are selling tiger bone soaked in wine – marketed as a “health tonic” – and other tiger products. Farming tigers and killing them for the trade of their parts is rekindling the dying demand for tiger parts, fueling the illegal trade in wildlife and contributing to the increase in poaching of tigers in the wild. It is much cheaper to kill a wild tiger than raise a domestic tiger to maturity for trade. Poaching will always be more cost competitive than farming. On the black market, a wild tiger can go for as much as \$50,000. Wild tigers are being poached because there is big money in wild tiger trade. Wild-sourced products are consistently perceived to be superior by consumers. To this day, Asian black bears are still heavily poached in the wild despite the saturation of the Chinese market with bear bile from farmed bears.

IFAW's consumer awareness campaign in China is making the link between consuming tiger parts and the decrease of wild tigers - urging Chinese consumers to reject tiger parts and products. The campaign is both online and offline, with the younger generation as the target audience. In 2008, IFAW started a website called *Love Tiger* (www.ilaohu.org) - the first ever tiger conservation website produced in Chinese, by Chinese and for Chinese. During the Year of the Tiger, with IFAW's Animal Action Education program focusing on tigers, IFAW's campaign *Born to be Wild—Saving the Majestic Tiger* reached 230 schools ranging from elementary and high schools to university environment groups across China.

IV. Project Objectives:

Integrating a series of online and offline tools, the *Born to be Wild—Saving the Majestic Tiger* campaign aims to maintain engagement in the tiger issue post the Year of the Tiger; urge consumers and corporations to do their part in reducing the trade in tiger products; and encourage celebrities to become champions of the tiger cause to influence government policy and youth voices.

Objectives:

- 1) Revamp and maintain the Love Tiger website to excite the younger generation in China by creating micro blogs, e-magazines and other online interactive activities.
- 2) Publish and promote a children's book on the plight of the tigers, through online media and a viral campaign, and conduct two book promotional events with celebrity participation.
- 3) Continue to monitor illegal trade of tiger parts and products online and report the information to the relevant agencies for prompt deletion and investigation. IFAW will actively engage online websites to ban tiger trade and raise awareness among online shoppers.

V. Outcomes and Activities:

● Outcome: Enhanced law enforcement to illegal trade of tiger products

✓ Activity 1: Prevented an auction of tiger bone wine

In December 2011, while monitoring online sites for illegal wildlife trade, IFAW came across an auction of traditional health tonics featuring at least 400 bottles of tiger bone wine in Beijing. This auction of tiger bone wine was in blatant disregard of the global trade ban on tiger parts and derivatives. IFAW immediately alerted Chinese authorities about this pending illegal trade and urged them to shut down the auction. China forestry police took decisive action to call off the illegal trade. The Auctioneer announced that the tiger wine would not be placed on auction according to instructions from the government. The China Forestry Department then issued a notice applying China's 1993 trade ban on tiger and rhino products to all auctions.

Relevant news reporting: <http://finance.sina.com.cn/roll/20111205/011010935856.shtml>

IFAW press release about the auction:

<http://www.ifaw.org/us/news/chinese-auction-flouts-tiger-trade-ban>

IFAW press release after the auction was stopped:

<http://www.ifaw.org/us/news/ifaw-commends-chinese-government-stopping-sale-tiger-bone-wine>

Guardian reporter Jonathan Watts attended the auction and filed this blog:

<http://www.guardian.co.uk/environment/blog/2011/dec/06/china-tiger-bone-wine-auction>

Notice issued by SFA: <http://www.forestry.gov.cn/portal/zrbh/sl/1492/content-521905.html>



Website information on tiger bone wine auction



Bottles of tiger bone wine were displayed on the shelves at the auction preview

✓ **Activity 2: Monitor online trade of tiger parts and products**

During the grant period, over 9160 listings of tiger products were discovered by IFAW in routine online monitoring. IFAW shared information containing offenders' names and websites with law enforcement agencies urging for better enforcement. IFAW-provided intelligence aided the State Forestry Police in a nation-wide crackdown in April 2012 on illegal wildlife trade in physical markets, online platforms and auction channels. The enforcement action broke 13 gangs, arrested 1,031 illegal traders and seized over 130,000 wild animals and their products. Police also shut down 7,155 high-street shops and 628 online stores selling endangered animals and removed 1,607 related online messages.

	<i>Jul-11</i>	<i>Nov-11</i>	<i>Jan-12</i>	<i>Mar-12</i>	<i>May-12</i>	<i>Jul-12</i>	Total
<i>Number of website</i>	15	18	15	22	22	22	-
<i>Tiger product listing</i>	45	594	>40	1330	3485	181	9160

Tiger products found in each online monitoring period



Screenshot of the website selling tiger paw

News report of the enforcement action:

<http://www.forestry.gov.cn/portal/zrbh/sl/1492/content-541417.html>

✓ Activity 3: Facilitate wildlife enforcement through workshops and meetings

IFAW actively provided intelligence, shared experiences and called for better enforcement on illegal tiger trade with government agencies during different workshops and meetings.

In October 2011, IFAW supported and attended the Tri-lateral CITES Workshop among China, India and Nepal. During the meeting IFAW introduced our investigation results from both online and offline markets trading in endangered wildlife products include ivory, rhino horn, tiger products, and called for all participated nation to collaborate to combat wildlife trafficking.

In April 2012, IFAW initiated and supported the first Workshop on Controlling Illegal Transportation of Endangered Wildlife. IFAW analyzed the role transportation sector plays in wildlife trafficking and pointed out that control of transportation is critical to fight against illegal wildlife trade, and encourage companies to implement stricter inspection of shipments and increase education of staff and customers.



IFAW attended the 2011 CITES Workshop among China, India and Nepal

- **Outcome: Reduced tiger trade on major websites**

- ✓ **Activity I: Training provided to major websites**

In December 2011, IFAW and CITES CNMA were invited to provide training to staff at Taobao, Alibaba CN and Alibaba International site, on laws and regulations government wildlife trade and species and products identification. About 50 people from the three websites attended the training. IFAW gave instructions on how to identify tiger bone, claw, skin and other tiger products through picture and traders' descriptions. This knowledge will aid the efficient removal of illegal listings of tiger parts and products online.



IFAW provided training to Taobao and Alibaba staff

✓ **Activity 2: Collaborate with online portals to reduce tiger trade and the demand for tiger products**

In March 2012, with information provided by IFAW, Baidu (www.baidu.com), the world's largest Chinese language searching engine cracked down on illegal trade in endangered wildlife on its public online forums. 13 online forums engaging in illegal trade in ivory, tiger bone, rhino horn, pangolin, sea tortoise shell, musk and slow loris, etc were shut down. Information relating to these wildlife species on 11 other online forums were deleted. A total of 34685 postings were removed during this action.

Following that cooperation, Baidu went further to support IFAW's campaign to reduce demand for wildlife and wildlife products. Started from August 2012, every online user of Baidu picture would automatically be hot-linked with one of IFAW's PSA banners urging people to reject elephant, tiger or rhino trade. This is the first time for Baidu to use this technology. Over ten million people use Baidu picture every day.



IFAW PSA banners on Baidu picture

● **Outcome : Public say No to tiger products**

✓ **Activity 1: Public event “Say No to wildlife products”**

In October 2011, IFAW launched a public event in collaborate with Beijing Sogo, which is one of the biggest and most famous department stores in Beijing. Sogo pledged to remove all endangered wildlife products from their own shelves and call for other retailers to join in this effort to stop selling wildlife products.

IFAW also initiated an online petition on Sina micro-blog. In 7 days, IFAW collected over 1900 comments and more than 4000 people took part by signing the petition to say “No” to wildlife products.



Say “No” to Wildlife Trade event launch in Beijing

✓ **Activity 2: Publish and promote a children’s book on the plight of the tigers**

IFAW published two books on the plight of tigers and elephants as part of the wildlife book series early in 2012. The tiger and elephant books, respectively named “Run, tiger Run” and “Laura, the Elephant” reached bookstores in China in January. Published by IFAW in collaboration with Trends Publishing Co., both books told from a first person singular angle the stories of a tiger and an elephant respectively growing up in their natural habitat, and encourage young readers in China to take action to save animals and their habitats.

A book promotional event with the theme of “Read, Love and Protect” was held on January 4, 2012 at the famous Beijing Sanlian Book Store. Two local celebrities - playwright Shi Hang and Singer Xiao Wei - shared their thoughts on animal protection at the event launch.



Book launch event at Sanlian Book Store

Another book promotion event was held in Xidan Book Store, the biggest book store in Beijing, on March 17, 2012. The goal was to attract the interest and attention of the media and the general public and promote greater awareness of the threats to tigers. Around 100 people attended the event and more than 500 people signed petition to show their commitment to protect tigers and refuse tiger products.



The book promotion event held in Xidan Book Store

✓ **Activity 3: Traveling tiger photo exhibition**

A traveling photo exhibition was simultaneously launched with the wildlife book series. The exhibition articulates the devastating impact on tiger from trade and call for the public to reject all tiger products. As the first stop of the exhibition, the Sanlian Book Store exhibited the photos for one month. The second stop was at E-plaza at Zhongguancun. The third and fourth stops were at two colleagues respectively in Beijing and Tianjin.



Photo exhibition in Sanlian Book Store



Photo exhibition in Zhongguancun E-plaza

✓ **Activity 4: Engaging online trade vendors at internet trade fairs**

To engage online shopping companies in consumer awareness campaigns, and to establish and enforce online policies to ban wildlife trade, IFAW took part in two Taobao Internet Trade Fairs in September and December of 2011 held in Hangzhou and Shanghai respectively. By displaying video and distributing materials, IFAW educated the public with the theme “Why Can’t We Sell/Buy Them” and “Say No to Internet Wildlife Trade”. Visitors, especially Taobao registered users, were encouraged to report illegal wildlife trade online and reject consumption of wildlife products. People were astonished when they found out that fewer than fifty wild tigers are left in China. How tiger trade threatens the survival of wild tigers was also explained by IFAW staff. By knowing the facts, visitors started to understand the urgency and necessity to protect wild tigers. Keywords were listed on a board and visitors were

encouraged to search on their own and report any illegal internet wildlife trade that they discover.



IFAW's booth at the Internet Trade Fair

✓ **Activity 5: Public education at Chengdu Zebra Music Festival**

IFAW brought the wildlife crime and consumer awareness campaign to the 2012 Zebra Music Festival in Chengdu, Sichuan Province from April 29th to May 1st, 2012. IFAW's interactive activities and brochures reached over 5,000 participants. IFAW's booth was named the most popular booth, with interactive activities gaining wide support during the festival. Around 3,000 people signed their names on the pledge wall to say No to wildlife products and 800 people became fans to IFAW on the Sina micro-blog (the Chinese twitter) in three days.



People sign their names on the reject wildlife product pledge wall

✓ **Activity 6: Open Fire Live Concert**

IFAW's campaign was also invited to the OPEN FIRE Live Concert by famous Taiwan singer Leehom Wang in Chengdu on June 2.

The Organizing Committee offered a 10-meter-long booth for IFAW. While about 1000 people visited the booth, at least 300 people took away IFAW's brochures and participated in IFAW's interactive activities. About 400 people left messages and signatures on the pledge wall to say no to wildlife products.

Simultaneously IFAW also organized online activity on Sina micro-blog during and after the concert. 543 users forwarded the message "I know the facts, I Say No to Wildlife Products" 585 times, and 400 people became IFAW followers.

- **Outcome: Use social media to raise awareness**

- ✓ **Activity 1: Maintain and revamp Love Tiger Website**

From July 2011 to March 2012, IFAW maintained and revamped the Love Tiger Website. However, with the upsurge of micro-blog (Weibo, Chinese version of twitter), people tend to use micro-blog as the fastest and the most interactive way to communicate on the internet. As social media is gaining popularity, viewership to all of the conventional and static websites diminished. To adapt to this challenge, IFAW turned to an increased use of micro-blogs to conduct public education and interactive activities.



News updated on the Love Tiger website in March 2012

- ✓ **Activity 2: Online activities and interactive in Sina micro-blog (Chinese twitter)**

In March 2012, 5361 people attended the online activity set up on IFAW's micro-blog for the tiger book promotion, making it the most popular online book promotion activity ever held in Sina micro-blog.



The online activity set up on IFAW's micro-blog

In a short few days, IFAW's message "Say No to Wildlife Products" received 5,446 forwards and 1,946 comments.



IFAW's message "Say No to Wildlife Products"

✓ Activity 3: Online tiger photo exhibition on Sina Green Channel

Sina Green Channel held an online photo exhibition to urge viewers to refuse trade in tiger products. The online exhibition was promoted in China's most popular micro-blog site and attracted 480 forwards and 67 comments.

VI. Summary of Project Achievements:

- An illegal auction of 400 bottles of tiger bone wine was thwarted.
- A notice to ban all tiger and rhino horn products from auction was issued.
- Listing information from the 9160 pieces of tiger products discovered in regular online monitoring was shared with enforcement agencies.
- Facilitated two wildlife enforcement related workshops to enhance tri-lateral collaboration among China, India and Nepal and enhance the effectiveness in controlling online wildlife crime. Initiated and supported the first workshop in China on controlling illegal transportation of wildlife species and products.

- Provided training to 50 staff from three major websites on tiger product identification and trade control.
- 13 online forums specifically engaging in illegal wildlife trade (2 related to trade in tiger products) were removed from the largest Chinese language searching engine: www.baidu.com.
- Tiger PSA banners are hot-linked to Baidu picture, reaching 10 million people daily.
- Published a children's book on the plight of tigers. The book is widely sold in China.
- Enhanced the use of social media to engage young people to reject tiger trade.
- Reached about 926, 800 people through different public education events i.e. book promotion, traveling tiger photo exhibition, internet trade fair, etc.

	Event	Number of People Reached
1	“Why can’t we trade them” event	4000
2	Book promotion event in Sanlian Book Store	200
3	Book promotion event in Xidan Book Store	600
4	Tiger photo exhibition in Sanlian Book Store	15000
5	Tiger photo exhibition in Zhongguancun	870000
6	Tiger photo exhibition in Shoudu Normal University	7000
7	Internet Trade Fair in Hangzhou	1000
8	Internet Trade Fair in Shanghai	2000
9	Chengdu Zebra Music Festival	30000
	Chengdu Open Fire Live Concert	1000
Total		930800

- Posted 175 posts on IFAW's micro-blog on tiger conservation and education, received 16181 followings and 6403 comments.
- Earned more than 200 media stories about the tiger campaign and the relative events, reaching approximately 15 million people worldwide.

VII. Media News Clipping

News Clipping

Publication	: 第一财经日报/China Business News	Circulation	: 600,000
Date	: December 5 th , 2011	Page	: A3
Keyword	:	Tone	:
Origin	: Beijing	Author	: Zhang Ke
Headline	: Tiger wine auction was called-off		

北京“虎骨酒”拍卖被紧急叫停

记者 章轲 发自北京

北京一场“虎骨酒”拍卖,本月3日被国家野生动物保护主管部门紧急叫停。

3日下午,在“北京歌德2011年秋季艺术品拍卖会”上,约400瓶“虎骨酒”拍品在即将开拍之时被宣布“撤拍”。《第一财经日报》记者在现场亲眼见证了整个过程。

2日13时40分许,记者赶到位于北京东三环的昆仑饭店。在二楼“龙腾虎跃——各地名酒及养生酒专场”的展厅里,记者发现,货架上的虎骨酒已经被撤下,只剩下一个个白色的标签。其中一个标签写着:“COOGUT歌德,1191(编号),虎骨酒(李时珍牌),数量2瓶,人民币12000元。”

在拍卖现场,气氛显得有些紧张。不仅张贴着不许拍照、摄像的告示,主持人在宣布会场纪律时甚至还提到不许录音。

记者之前在歌德拍卖公司网站上查询到,拍品中有1993年后禁止生产的绝版同仁堂牌、李时珍牌虎骨酒400余瓶,还有地方特色虎骨酒。据该网站一篇《龙腾虎跃——秋拍各地名酒及养生酒专场前瞻》介绍,“1993年后不得用虎骨制药。本场拍品均为1993年之前生产之产品,为难得的收藏品。”

这些虎骨酒系北京同仁堂制药厂、北京市中药厂、天津中药制药厂等早期的产品,品牌涉及“同仁堂牌”、“李时珍牌”、“同仁牌”、“长城牌”、“健春牌”等。

16时31分,到了拍卖虎骨酒的时间了。这时,歌德拍卖公司中国名酒部高级经理刘剑锋悄悄走到台前,与拍卖师耳语了几句。拍卖师对在场的人说:“根据指示,(虎骨酒)撤拍。”此时,现场一片哗然,随后便开始散场。

据记者了解,国际爱护动物基金会在得知虎骨酒拍卖一事,已经在第一时间向中国政府野生动物保护部门进行了举报。该基金会发给记者的信件称,“已经向中国相关执法部门举报,并希望他们及时叫停本次拍卖。”

3日傍晚,知情人士告诉记者,国家林业公安部门较早得到这一信息,很快便通报国家林业局野生动物保护机构。2日,上述主管部门已经明确要求歌德拍卖公司停止虎骨酒拍卖。

有调查显示,中国的虎制品需求

直接刺激着虎身体器官和制品的非法贸易。

2009年底,国家林业局曾公布通知,要求各地调查野生动物产品交易较频繁的场合和环节,严厉打击走私、非法经营虎产品等行为。

不过,老虎保护的形势并不乐观。3日,有知情人士告诉记者:“市场上除了虎骨酒之外,通过内部渠道还能搞到虎肉,400元一两。”

据世界自然基金会WWF介绍,20世纪初全球大约有10万只老虎。令人遗憾的是,在人类开始意识到应该保护老虎的时候,野生虎已经处于濒临灭绝的边缘,到目前只剩下3000只左右。

1993年,国务院发布了《关于禁止犀牛角和虎骨贸易的通知》,全面禁止虎骨及其制品的收购、运输、出售、利用和进出口,并要求对已生产的含虎骨成分的中成药制剂,必须自禁令发布之日起半年内查封,禁止出售。

News Clipping

Publication	: 中国绿色时报/China Green Times	Circulation	: 150,000
Date	: December 6 th 2011	Page	: A3
Keyword	:	Tone	:
Origin	: Beijing	Author	: Ding Hongjiang
Headline	: IFAW commends Chinese government for sopping sale of Tiger Bone Wine		

IFAW 赞赏中国制止虎骨酒拍卖行为

本报讯 记者丁洪美报道 12月3日,国际爱护动物基金会(IFAW)发出新闻通稿,对中国政府于当天制止虎骨酒拍卖的行为表示赞赏。

在北京一家拍卖行的拍卖名录中,赫然出现了400瓶虎骨酒,这些虎骨酒于拍卖当天被政府及时制止。中国自1993年就严格禁止虎制品买卖。“我们赞赏中国政府阻止这种非法贸易的果断行为。”国际爱护动物基金会亚太区总监格雷·葛·加布里埃尔说,“任何买卖虎制品的行为都是对国际和中国国家禁

令的公然违抗,并可能刺激虎制品非法贸易和盗猎野生虎的非法行为。”

老虎是极危物种,目前全球野生虎仅存3000多只。对野生生物市场的调查发现,在拍卖市场出现的所谓的野生生物制品常常会披上古董或收藏品的外衣以蒙混过关。

加布里埃尔说:“为了让拍卖方严格遵守有关法律,我们敦促对拍卖市场进行一次全面调查。拍卖的主办方应该依法举办拍卖,并没收野生生物走私物品,以防止这些制品流入市场。”

News Clipping

Publication	: 中国绿色时报/China Green Times	Circulation	: 150,000
Date	: March 22, 2012	Page	: A3
Keyword	:	Tone	:
Origin	: Beijing	Author	: Liu Siwen
Headline	: Tiger appeared at bookstore calling for tiger protection		

书中的主人公“大象罗拉”和“老虎泰格亮”现场为读者在书上盖上爪印,呼吁大家拒绝野生动物制品消费。
国际爱护动物基金会供图



“老虎”、“大象”现身北京西单图书大厦

本报讯 3月17日,国际爱护动物基金会(IFAW)和北京时尚博闻图书有限公司在北京西单图书大厦举办了《大象罗拉》和《老虎,快跑!》的新书发布会。两本图书中的主人公小非洲象罗拉和小老虎泰格亮在发布会现场亮相。

在场的观众分享了两位小主人公及大自然中野生动物的幸福生活,也道出了人类种种消费行为给它们的兄弟姐妹和家园所带来的威胁和破坏。据悉,《大象罗拉》和《老虎,快跑!》两本新书中精选了数百张自然环境中的大象、老虎等野生动物的照片。这些照片是数十名野生动物摄影师、野生动物专家以及国际爱护动物基金会支持者20余年来所积累的珍贵画面和精彩瞬间。

在西单图书大厦,很多人的身上都有一个“大象守护者”和“老虎守护者”的徽章。一位正在戴徽章的孩子家长说:“人类的消费和对自然环境的破坏,使无数的小象和小老虎失去家人,失去朋友,它们的消失使我们的地球千疮百孔,而人类也终将自食恶果。我会对一切野生动物制品说‘不’,做一名野生动物守护者!同时,我也让孩子成为守护者,从小培养他们的责任感和爱心!”(刘斯文)

News Clipping

Publication : 长春日报/Changchun Daily

Circulation : 200,000

Date : March 24, 2012

Page : 3

Keyword :

Tone :

Origin : Changchun

Author :

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《老虎, 快跑》

推荐理由: 推广动物保护理念。2008年, 国际爱护动物基金会(IFAW)与时尚集团博闻图书公司首次合作出版了《下吧, 北极的雪——海豹菲珈的故事》, 引发了大批青少年读者的关注, 一度在各大书城以及网络书店连续蝉联畅销排行榜。《消失的家园》系列丛书2012年度隆重推出《大象罗拉》、《老虎, 快跑》, 继续推广动物保护理念。(李丽)