

Help

SAVE THE RHINO

together with Cipla Vet and the Endangered Wildlife Trust

Dr Craig Mincher Managing Director Cipla Vet (Pty) Ltd

How will the money raised be used?

As the year 2011 marches on we find ourselves counting the deaths of over 300 rhinos, killed inhumanely and senselessly for their horns. Although these heinous crimes are driven by people not of our country for a value not perceived by us, the sins are orchestrated and carried out by South Africans, some of them even within our communities.

Cipla Vet has embarked on a campaign to raise funds which will be entrusted to the Endangered Wildlife Trust (EWT). The money will go towards the Rhino Fund within the EWT and used effectively in the war against rhino poaching. It is important not to get caught up in the emotion of the situation and go out all guns blazing, but to carefully consider and develop an anti-poaching strategy. Currently a large number of these killings are taking place on private farms, over a very wide geographical area, thereby making it very difficult to patrol and control the movements of every rhino. Rhino poaching forms part of international organised crime by syndicates with access to scheduled veterinary immobilisation drugs, helicopters, sophisticated networks and the ability to quickly move the horns to foreign destinations.

The funds will be used to support the successful prosecution of those responsible for these atrocities through investigative work and training of law enforcement officials. It will also be used for funding sniffer dogs at airports and other exit ports to prevent the perpetrators taking the horn out of the country and thus to improve prosecution rates. This is where our efforts will be most effective.

Cipla Vet has chosen to partner with the EWT as it is a non-profit organisation with conservation in action as its core value. The EWT has the necessary structure to administer the money in an effective, transparent manner. Visit www.ewt.org.za for more information. Cipla Vet will donate 10% of the revenue it receives from the sale of Fiprotec products partaking in the campaign to the EWT Rhino Fund. Campaign boxes have been delivered to most veterinary practices in the country. All it takes is for you to purchase Fiprotec and place your proof of purchase in the box and Cipla Vet will donate 10% of its revenue of that sale to the EWT. The campaign ends 31st January 2012.

We can make a difference.

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ANIMAL HEALTH