



## An unimaginable tragedy of killing and suffering is unfolding every day

As you go about your day, elephants in Africa are being killed and maimed on a scale never seen before. *In the next 24 hours, another 100 elephants will have been massacred, and many baby elephants will have become traumatized orphans.*



*Speared elephant in Kenya. This elephant survived these spear wounds and went on to have a baby. But a few years later she was killed by poachers. Photo: Amboseli Trust for Elephants*

**Please don't turn away from this atrocity.** This is the last chance we have to save elephants in the wild – don't let them perish forever. Please add your voice to help stop this tragedy.

## How? WHY?

Elephants are being killed by semi-automatic weapons, spears, brutal traps, and poisoning. Their tusks are hacked off, sometimes their whole heads are cut off. Wounded elephants are walking around with spears and bullets embedded in their flesh, slowly dying in agonizing pain.



*Entire families murdered. In March 2013 in one night 89 elephants were massacred; among them were 33 pregnant cows and 15 calves. Photo: SOS Elephants of Chad*

Baby elephants whose mothers have been killed are being put down because there is nowhere for them to go.

This mass slaughter is driving African elephants quickly to the brink of extinction – if the current rate of killing continues, **they will be extinct in the wild in 10 years.**

Elephants – along with rhinos, lions, tigers, and other endangered species – have always been poached or killed for 'sport'. But now they are facing genocide on an unprecedented scale, due to a number of factors: the lack of political will to call an end to poaching, local conflicts and disorder, and the rise of armed rebel groups across east Africa whose activities are funded by ivory sales.

But by far the biggest force behind the escalation of poaching is the **demand for ivory in the Far East, above all from China**, the world's largest consumer of ivory. The demand for ivory has soared in recent years as China's rising middle class has acquired the means to buy carved ivory objects, seen as status symbols in their culture. **Elephants are being wiped out so their tusks can be turned into ivory trinkets.**



*Every pair of tusks represents an elephant murdered for human greed. Stockpile of ivory seizures made by the government in Dar Es Salaam, Tanzania. Photo: Dave Currey /Environmental Investigation Agency*

This massacre could stop tomorrow if China's leaders were to take immediate action to ban ivory and close the ivory-carving factories. The demand would plummet and, without a market for ivory, the poaching would all but end, giving elephants their last chance to recover their numbers.

Elephants are highly intelligent, socially complex, and emotionally sentient creatures. Like humans, they experience emotional pain and happiness, suffer from rejection, mourn and weep for their dead, nurture their young for many years, fiercely protect and defend their kin, have extraordinary powers of memory, and pass on knowledge to their young.



*A family like yours. Elephants are highly social animals and live in family groups led by a matriarch. Photo: Peter Delaney Photography*

Unlike humans, elephants do not murder, don't know greed, and do not destroy the natural world and its creatures. They are defenseless against the weapons being used today to mow them down.



*Close bonds of love. Amboseli Park, southern Kenya. Elephants nurture and teach their young for many years. Photo: Steve Catt www.aakphotography.com*

## HOW YOU CAN HELP – your voice counts

There are many people and groups trying hard to save the remaining elephants and put an end to the slaughter – from anti-poaching units and game wardens on the ground to many local organizations and NGOs trying to mobilize support and resources.



*Senseless murder. This elephant was shot by poachers. Game wardens are removing the tusks from its carcass so the poachers can't return for them. Photo: GHF by S.O. Taylor*

Please do whatever you can to help elephants survive as a species. You can help in these ways:

- **Write** to your MP asking that the UK government take a strong stand in calling on China to ban the ivory trade.
- **Sign** online petitions calling for an end to the ivory trade and other measures needed to help save elephants.
- **Add your voice** by becoming a member of Action for Elephants UK and other groups helping elephants and other endangered species of Africa's wildlife – rhinos, lions, and tigers are also in severe peril and being

pushed to the brink of extinction through poaching and 'recreational' killing.

- **Help** spread the word and educate people about what's going on.
- **DONATE.** Most of all you can help by donating money which will help projects on the ground in central and eastern Africa where elephants are being killed in their thousands.

## COUNTDOWN TO EXTINCTION



**TIME IS RUNNING OUT**

*Image www.everone.org*

These are some of the groups you can donate to that are working hard to save elephants:

Save the Elephants \* SOS Elephants of Chad \* Amboseli Trust for Elephants \* Wild Aid \* Big Life Foundation \* Born Free \* David Sheldrick Wildlife Trust \* Conservation International \* Environmental Investigation Agency \* Elephant Pie

**PLEASE HELP TODAY**

[www.actionforelephantsuk.org](http://www.actionforelephantsuk.org)