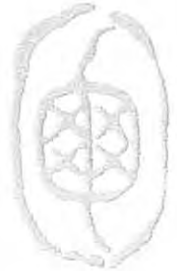


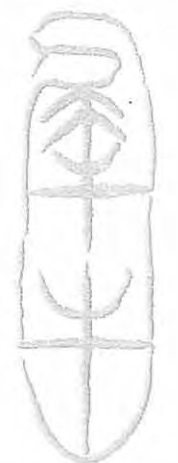


ACAP

The Asian Conservation Awareness Programme



SAVE THE TIGER FUND
ACAP UPDATE - JULY 1998



**"When the buying stops,
the killing can too."**



A Multi-Media International Campaign to
Reduce the Demand for Endangered Species Products

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Global Survival Network

Asian Conservation Awareness Program

Program Update

January 1998 - June 1998

Introduction

The Chinese Year of the Tiger, 1998, has seen The Asian Conservation Awareness Program (ACAP) introduced in four new countries: Thailand, Hong Kong, Singapore and Malaysia. GSN is pleased about the media coverage of ACAP's message in those countries, and we are even more pleased by the grassroots support for the ACAP campaign that is developing in Asia. Through ACAP, we have established partnerships with numerous local conservation organizations, with whom we have produced new materials that will help spread the message, "When the Buying Stops, the Killing Can too."

Hong Kong

In Hong Kong, GSN has partnered with EarthCare, which is a Chinese Hong Kong - based environmental charity. EarthCare seeks to promote an environmentally friendly lifestyle, conservation of wildlife, and humane treatment of animals through education and awareness. In early January, International ACAP Ambassador and movie superstar Jackie Chan joined with GSN and EarthCare in a press conference urging his fans and Hong Kong inhabitants not to buy medicine made from endangered species. CNN International and Star TV network carried the story and showed Jackie Chan's TV Public Service Announcement, in which he appeals to the public in Mandarin, Cantonese and English, to help save the tiger and other endangered species.

In addition to the press conference, ACAP and EarthCare also shared exhibition space at the Convention and Exhibition Centre in Hong Kong, where an exhibition on Jackie Chan's life took place. It is estimated that 16,000 people attended the exhibition. Many more read about it in local newspapers (see attached articles). The booths were used to distribute ACAP information and to sell T-shirts.

With support from GSN, EarthCare has been working with the Hong Kong Education Department to develop wildlife essays and art contests for children. ACAP has also joined with the Discovery Channel to produce a teaching kit to help bring the ACAP message to schools. This teaching kit was recently finished and will be copied to sponsors soon. The ACAP documentary film will be distributed upon request to schools. A multi-language website (www.jackiewild.com) spreads the ACAP message and basic information on endangered and threatened wildlife to internet users in Asia and worldwide.

Thailand

In Thailand, the ACAP message is being delivered to the Thai public through GSN's local partner, the Wildlife Fund of Thailand (WFT). Former Thai Prime Minister Khun Anand Panyarachun, an extremely popular celebrity in Thailand, has been recruited to act as the local spokesperson for the campaign. As with Jackie Chan in Hong Kong, GSN

produced a Public Service Announcement for television broadcast. Panyarachun's personal message in Thai translates to: "no buying, no selling, no killing."

This message was launched throughout Thailand on television in mid-January 1998. The Wildlife Fund of Thailand joined GSN in organizing a two-hour television special that aired at that time and showed, among other things, the new Public Service Announcement (see attached WFT Bulletin). Viewers responded by donating nearly \$25,000 to the Wildlife Fund of Thailand's efforts to continue ACAP's educational work. The event included musical performances and telephone pledges taken by local Thai celebrities. The ACAP launch was also broadcast on Discovery Channel Asia. Discovery Asia also contributed by developing an educational pack for Thai schools. J. Walter Thompson, the advertising agency assisting GSN with ACAP, designed newspaper print ads in Thai. A Thai language web site providing detailed information on endangered species is under development.

Singapore

ACAP Singapore was officially launched on June 7, 1998 at the Singapore Zoological Gardens with a press conference attended by: Global Survival Network, Singapore Zoological Gardens, Singapore Environment Council, Nature Society Singapore, The Body Shop, HongKong Bank, Primary Planning, Television Corporation Singapore, and Esso Singapore.

Following the widely covered press conference, Esso Chairman Kwa Chong Seng and Singapore TV star Phyllis Quek ceremonially launched ACAP by hitting a gong and pledging never to buy endangered species products. The event was covered on the local evening news. Seven thousand visitors to the zoo were entertained by a dance show featuring performers dressed, respectively, as a tiger, rhino, sea turtle, elephant and bear. The performance provided great amusement to children while relaying the important ACAP message.

Visitors of the Zoological Gardens, including thousands of children, were later invited to sign a book and bang a gong to show their support of ACAP and to pledge that they would never buy endangered species products. ACAP displays included stalls run by The Body Shop, Singapore Environment Council, Singapore Nature Society and ACAP. Activities for children and adults included face painting, art competitions, video displays, distribution of educational materials, and sales of T-Shirts and Tiger Balm in support of ACAP. Every one of the 7,000 visitors to the zoo that day was given an ACAP leaflet and a bookmark.

Singapore's ACAP launch has received widespread media coverage in Singapore and beyond. Coverage included an article on ACAP in the national newspaper, The Straits Times, several news pieces on the English and Chinese channels of the Television Corporation of Singapore (TCS), the BBC World Service, MTV Asia (24.4 million viewers pan-Asia) and the Discovery Channel Asia. TCS ran two Public Service

Announcements in English and Mandarin featuring local Singapore celebrities, which were broadcast on two channels six times a day for seven days. The Jackie Chan Public Service Announcements (Mandarin and English) are being shown on 66 Singapore cinema screens.

Following the initial launch, local ACAP partners Nature Society Singapore and the Singapore Environment Council are distributing ACAP information leaflets and posters to community centers and libraries. ACAP Singapore is currently conducting research with regard to developing a Wildlife Education Pack for Singapore schools.

Malaysia

ACAP Malaysia was launched with a press conference on June 8, 1998. ACAP partners are the Malaysia Nature Society (MNS), the Malaysian Department of Wildlife and National Parks, and Hill & Knowlton Public Relations, and J. Walter Thompson Malaysia. MNS and Hill & Knowlton arranged a press conference, which was attended by Malaysia's Deputy Minister of the Environment.

The conference was opened by Dr. Roy Sirimanne, head of the Malaysian Nature Society, who made a short speech. On behalf of the Minister of the Environment the Deputy made a speech welcoming the timely arrival of ACAP and giving it his full support. He also emphasized the need for corporate involvement in conservation.

The conference was attended by the Deputy Minister of the Environment, his deputy, Head of Management for Wildlife and National Parks, Fisheries Minister, Head of Rhino conservation, Head of Elephant conservation, Head of Tiger conservation and Head of Bear conservation. In this way, each of the ACAP key species were officially represented.

At the press conference, Malaysia Nature Society presented to the Deputy Minister of the Environment the print campaign designed by J. Walter Thompson for Malaysia (see attached copies). The event was covered by several television stations and newspapers. In addition to the print ad campaign, Jackie Chan's Public Service Announcements will air on four Malaysian television channels. The concluding section of the ACAP documentary film will run on 26 cinema screens in Malaysia, while the Jackie Chan PSA will be shown on video walls in cinema lobbies.

The Malaysian government is fully supporting ACAP's educational campaign in Malaysia. This has allowed ACAP to design some very hard-hitting print ads and lays the ground for further activities in Malaysia.

Conclusion

In addition to the activities described above, GSN is also furnishing information on the US Rhino and Tiger Labeling Act to NGO's and governments in partner countries in the hope that similar legislation will be drafted there. This legislation bans the sale or

purchase of certain species, whether the product is real or fake. Further plans include developing education packs in the different ACAP countries and developing long-term displays in zoos, airports and other sites with high visibility. GSN is also hoping that we will be able to secure sponsorship to carry out attitudinal surveys in countries where the campaign has run, in order to better understand the effects of our work. Additional efforts include approaching airlines servicing Asia to screen ACAP materials as part of their in-flight entertainment.

GSN recently held discussions in London with two ACAP international sponsors, the David Shepherd Conservation Foundations and Tusk Force, to identify ways in which we can evaluate the effectiveness of the campaign thus far before proceeding to our next target -- China. Feedback from local NGO's, media and government authorities has been extremely positive, but determining exactly how effective the campaign is in reducing actual consumption patterns now requires professional surveys.

GSN's ACAP team is now trying to organize such surveys while simultaneously preparing for ACAP launches in Canada, and eventually China and the US. GSN welcomes input from all ACAP sponsors.

Your organization's support to this campaign has been vital. Please review the attached materials to see how popular ACAP has begun. We hope you will continue to support ACAP to ensure its long-term positive impact on wildlife populations worldwide. Thank You!

ACAP

Program Descriptions

ACAP

“When the buying stops, the killing can too”

Many wildlife species are currently threatened with extinction due to loss of habitat, but consumer demand for animal body parts presents an even more pressing threat for some species.

This demand is strongest in East Asian countries and their overseas communities where awareness of the threat is low and the traditional Chinese medicine, curio and exotic food trades thrive.

While millions of dollars are spent annually on anti-poaching efforts and most Asian countries have recently strengthened their wildlife protection laws, there has been little concerted effort to directly influence the attitudes of consumers.

The Asian Conservation Awareness Program (ACAP) is a unique cooperative program designed to pool resources and expertise. By drawing support from wildlife groups, media, governments, private foundations, corporations and individuals, it aims to provide a sophisticated multi-million dollar international campaign at a fraction of that cost.

ACAP's primary objective is to reduce consumption of endangered species products by:

- * Dramatically raising public awareness about threats to wildlife in Asian communities.
- * Encouraging increased Asian involvement in global conservation efforts.
- * Building capacity in small, local wildlife organisations by providing them with technical advice and high quality educational tools.

It focuses on the consumption of rhino, tiger and bear products in traditional Chinese medicine and exotic foods, and the use of elephant ivory and marine turtleshell as luxury items, with the slogan “When the buying stops, the killing can too”.

Although ACAP is constantly expanding, it currently has Chinese and English versions of:

- * Five hard-hitting public service announcements for TV and cinema produced by J Walter Thompson.
- * Print adverts to appear in newspapers and magazines and on billboards produced by J Walter Thompson.
- * Information Leaflets produced locally.
- * An educational 25-minute documentary.
- * A filmed personal message from Asian celebrity, Jackie Chan, asking people never to consume endangered species products.
- * A teacher's pack and 24-page brochure are in the pipeline.

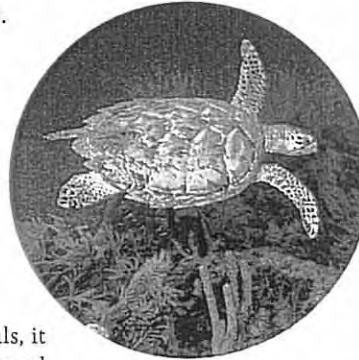


Between 1970-89 African elephant numbers were halved.

CAUSE: the ivory trade.

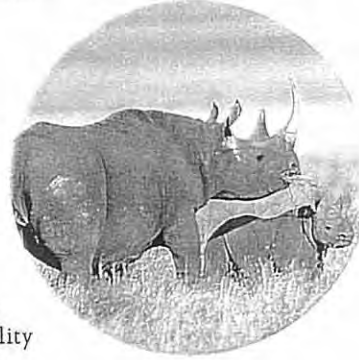
Although sea turtles have been on Earth since before dinosaurs, all species are now endangered.

CAUSE: trade in turtleshell and other man-made threats.



Black rhino numbers have declined by 90% since 1970.

CAUSE: illegal trade in rhino horn.



All Asian bears are now endangered.

CAUSE: illegal trade in bear parts and habitat loss.



Fewer than 5000 tigers survive in the wild.

CAUSE: illegal trade in bones and other body parts.



**TUSK
FORCE**

**ACTIVELY PROTECTING
ENDANGERED SPECIES**

Conservation Force

British native
species: an
update on
watervoles
and dormice

Force for change

Whales under threat: the
significance of the 'Irish proposal'

Awareness Force

ACAP update:
developments in
Hong Kong and
Thailand raise
awareness of the plight
of endangered species.

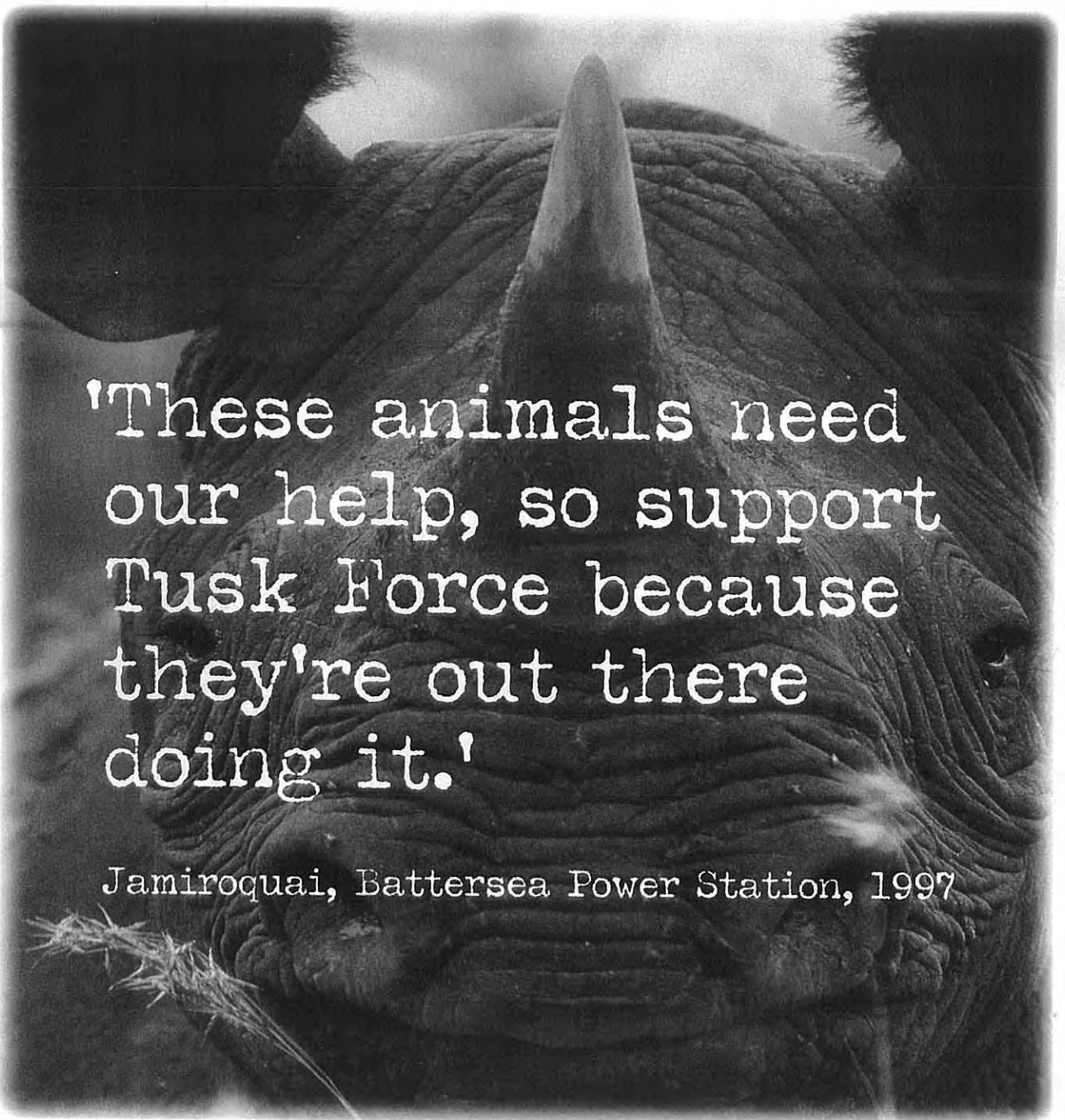
Fundraising Force

Night of dreams:
Jamiroquai helps
us to raise £75,000
in a space-age
marquee in
Battersea



Wild Times

Spring 1998 News from the front no.4 Tusk Force - catalyst for change



'These animals need
our help, so support
Tusk Force because
they're out there
doing it.'

Jamiroquai, Battersea Power Station, 1997

The Asian Conservation Awareness Programme

Emma Thomson reports from the latest launch



ACAP (The Asian Conservation Awareness Programme) is a unique co-operative programme, devised by Tsuk Force, the Global Survival Network and the David Shepherd Conservation Foundation, in response to the crisis facing certain endangered species as a result of trade in their body parts. It aims to pool resources and expertise to effect an international multi-media campaign and has drawn support from wildlife groups, the media, government officials, private foundations, corporations and individuals who have offered both financial aid and their services.

The programme currently focuses on five high profile species: the tiger, bear, rhino, elephant and turtle, which are partly under threat of extinction due to poaching for Traditional Chinese Medicine, luxury goods and exotic foods. ACAP is designed to raise awareness of the plight of these species while informing consumers of alternatives to such products as bear, gall and tiger bone medicines, through nationwide advertising campaigns, television features, educational materials and media launches.

Perhaps the most exciting aspect of ACAP is that with local people in the target countries are involved in the programme. Having lived in Asia for several years before coming to Tsuk Force, I am aware that, especially in the case of Traditional Chinese Medicines, few consumers realise that while species are being put at risk by the illegal trade in their body parts, yet some medicines containing these products date back thousands of years, making the cultural significance of this trade a major consideration. In seeking out and working with local partners throughout Asia, ACAP is moving away from the tradition of Western organisations being seen as detrimental by the consuming nations. This not only adds weight to its message, "When the buying stops, the killing can too", it has taken the issue away from unsympathetic governments and legislators and put it in the hands of the real decision makers, the people.

Computer operation at the ACAP stand



Lego sculpture on display



Leopards from EarthCare, Hong Kong's partner in the ACAP campaign and dedicated to conservation

ACAP Hong Kong

Following its successful launch in Taiwan in December 96 and Canada in June 97, ACAP recently launched in Hong Kong with the support of Jackie Chan, one of Asia's best known film stars and cult martial arts action hero in Europe and the USA. He is also a personal hero of my own and I was delighted to be invited to join the ACAP team at the 'Who Am I' exhibition of Jackie's life and launch of his new film of the same name. On meeting the staff of EarthCare, our Hong Kong partner NGO I was immediately struck by their enthusiasm for the ACAP campaign and their dedication to conservation. The exhibition had taken weeks of their time and the help of numerous volunteers to organise. Golden Harvest Jackie's production company had donated a large stand and numerous materials to ACAP for the three day event, which was packed out with over 60,000 people coming to hear about their hero's life.

As a forum to tell both local people and fans from around Asia about the trade in endangered species and the work of ACAP we really couldn't have hoped for a better opportunity. On the opening day Jackie personally asked all the fans to visit the ACAP stand, where they could access a web site with a video message from Jackie, buy signed T-shirts to support the programme and learn about herbal alternatives to the use of tigers and bears from local practitioners of Traditional Chinese Medicine. He also took the opportunity to talk to the press about the programme, ensuring detailed coverage of ACAP in the papers the following day.



Extract from a memo from The Wildlife Fund of Thailand

There were over 4000 people who attended the Wildlife Conservation Night event in Chiang Mai on 15th March 98. The event was a great success and we were able to raise over 100,000 Baht for the Wildlife Fund of Thailand. The event was held at the Chiang Mai Convention Centre and was attended by over 4000 people. The event was a great success and we were able to raise over 100,000 Baht for the Wildlife Fund of Thailand.

...the common view that the Wildlife Fund of Thailand has been successful in raising the public's awareness of the need for wildlife conservation. The Wildlife Fund of Thailand has been successful in raising the public's awareness of the need for wildlife conservation. The Wildlife Fund of Thailand has been successful in raising the public's awareness of the need for wildlife conservation.

...the Wildlife Fund of Thailand has been successful in raising the public's awareness of the need for wildlife conservation. The Wildlife Fund of Thailand has been successful in raising the public's awareness of the need for wildlife conservation.

ACAP Thailand

ACAP has continued to draw the input of high profile celebrities and politicians and has secured the support of Thailand's highly respected ex-president, Mr Anand. After the Hong Kong launch I flew to Bangkok to assist at a live two hour television interview with Mr Anand who was featured heavily. Thailand is currently suffering from a severe economic crisis and I was dubious as to how well this television would work. I was more than pleasantly surprised by the outcome.

Organised in conjunction with the Wildlife Fund of Thailand and Channel 7, Thailand's most popular TV station, the television featured nine major pop stars and four of Channel 7's most popular presenters, raising pledges of 1 million baht (roughly equivalent to £20,000 before the recession). Also running through the 2 hour fundraiser was documentary footage of endangered species in their natural habitats, including stocking footage of the cruel slaughter of tigers, rhino's elephants, turtles and bears.

The advertisements put together by J. Walter Thompson in Taiwan were also featured. Since their use in the launch of the ACAP programme in Taiwan a follow up survey has been carried out with encouraging results. 77% of those who remembered seeing the ads said they would never buy endangered species products again. The response of the Thai audience during and after the television strongly suggests that the campaign will have a similar impact on the Thai and has the potential to make a real impact on the trade in endangered species world wide. The programme will be launched officially in Thailand in the coming months.

Although we will continue to fund anti-poaching projects, Tsuk Force and all those who work with ACAP believe that the continuation of this campaign will give many species currently under threat from trade a real chance of survival. In 1998, the Chinese Year of the Tiger, the programme will be launched in Singapore, Malaysia, China, Japan and Korea.



Wildlife Fund of Thailand logo and a photo of a tiger.

...the Wildlife Fund of Thailand has been successful in raising the public's awareness of the need for wildlife conservation. The Wildlife Fund of Thailand has been successful in raising the public's awareness of the need for wildlife conservation.

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ASIAN FILM IDOL HELPS LAUNCH ACAP FOR CHINESE 'YEAR OF THE TIGER'

Report by Melanie Shepherd

Following the success of the ASIAN CONSERVATION AWARENESS PROGRAMME (ACAP) launches in Taiwan, London and Canada, Jackie Chan, one of Asia's most popular stars, has recorded a personal appeal for public support of ACAP. At the end of his new movie, 'Who Am I' to be premièred throughout 90% of Asia in January 1998, appropriately the Chinese 'Year of the Tiger', his message is simple – *'Please help me save wildlife. Never buy endangered species products. Remember, "WHEN THE BUYING STOPS, THE KILLING CAN TOO!"'*

Tigers, rhinos, bears, elephants and turtles are threatened with extinction, not only due to habitat loss, but also the insatiable consumer demand for body parts in Asia, Europe and the US. Low public awareness of wildlife issues means that demand for endangered species products remains strong despite international conservation agreements.

ACAP is a unique co-operative awareness programme partnered by DSCF, Global Survival Network and Tusk Force. Using five hard-hitting adverts ACAP focuses on the consumption of tiger, rhino and bear products in Traditional Chinese Medicine (TCM) and exotic foods, and the use of elephant ivory and marine turtles shell as luxury items. It is designed to directly address consumer demand in key user countries by raising public awareness of wildlife destruction; making consumption of products containing endangered species socially unacceptable; encouraging more Asian participation in global

conservation efforts; and building capacity in local wildlife organisations by providing them with high quality educational tools.

In November 1996 ACAP was successfully launched in Taiwan, one of the major consumers, and in London in February 1997 (see issues 9/10 *Wildlife Matters*). In June this year it was launched in Canada, with a wildlife art exposition adjacent to the Vancouver Dragon Boat Festival. The launch attracted thousands of people and was widely covered by Asian and Western media and future fundraising, awareness activities are planned for 1998.

Plans are now well advanced to launch ACAP in other Asian capitals in 1998 to coincide with China's 'Year of the Tiger'. With Jackie Chan's endorsement, launches in Hong Kong, Singapore, Korea and other countries will have major public impact.

ACAP Hong Kong will be co-ordinated by EarthCare, supported by IFAW, Ecosystems Ltd and the Born Free Foundation locally. J Walter Thompson have offered to adapt media adverts, so effective in Taiwan, and to donate new creative work. The launch will coincide with the release of Jackie Chan's movie and ACAP's invitation to participate in his concurrent exhibition will give excellent, innovative opportunities for sponsorship and support. Working closely with the Hong Kong Education department, basic teacher packs will be produced and schools encouraged to develop public awareness initiatives with art and creative writing competitions.

Winners will be exhibited and prizes awarded at an Awareness Day scheduled for March 1998. Plans for integrating winning paintings into an endangered species exhibition at the new international airport are being explored. This high media profile event will feature displays by local conservation groups, sponsors, schools and a concert by local pop band 'Beyond'. Close liaison with the new Chinese administration may lead to an introduction for ACAP China.

ACAP Singapore will be co-ordinated by The Nature Society of Singapore, supported by



Photo courtesy of David Higgs

Singapore Zoo, The Body Shop, Tiger Medicals and the office of the Environment Council in co-operation with the government's Primary Production Department. This launch will again coincide with the release of 'Who Am I' and an event day involving local celebrities will be held at the Zoo in June 1998. Schools will be encouraged to initiate and participate in local awareness projects and a permanent airport display designed by J Walter Thompson Singapore, will generously provide free creative support. Singapore media offers no charitable concessions, but local media will be encouraged to place conservation related stories at the time of the launch. Sponsorship for an eight page supplement in four languages in the main newspapers is being sought with ACAP materials being distributed through all possible outlets.

Working with the Korean Federation for the Environment Movement and South Korea authorities, the launch of ACAP Korea is due during 1998. Encouragingly, the Korean

Government are very enthusiastic about the programme.

Jackie Chan's support for ACAP is above value. A professional martial arts expert, he performs his own spectacular dare-devil stunts and offers an exciting alternative to all-American action heroes. Set in Africa, 'Who Am I' is an action-packed

movie, including footage of the release of elephants trapped by poachers. Jackie told ACAP that he wants 'Who Am I' to have a message; highlighting illegal wildlife trade and that humans should respect nature. This is the first of many ways Jackie is keen to help raise awareness.

With Jackie Chan the slogan 'WHEN THE BUYING STOPS, THE KILLING CAN TOO' will become universally understood, giving critically endangered mammals a chance to survive into the 21st century.



Film idol Jackie Chan (courtesy ACAP)

ACAP

HONG KONG

wildlife MATTERS

SPRING 1998 ISSUE TWELVE



Children Orphaned
by Tiger Poachers

A God in Distress

The Art of Survival

THE MAGAZINE OF THE DAVID SHEPHERD CONSERVATION FOUNDATION
ACTIVELY WORKING FOR THE SURVIVAL OF TIGERS, ELEPHANTS, RHINOS AND
OTHER CRITICALLY ENDANGERED MAMMALS

Asian film idol, Jackie Chan, International Ambassador for ACAP (Asian Conservation Awareness Programme), broke his busy Hollywood filming schedule for 48 hours to fly to Hong Kong's Conrad Hilton Hotel to speak at ACAP's international press launch on 16th January, where to his delight he was presented with a framed print of David's famous painting 'The Ivory Is Theirs.' Jackie also lit the Chinese New Year illuminations, and hosted two charity premières of his latest action film "Who Am I." At the press launch he said: "1998 is our Year of the Tiger, yet there are less than 5,000 left in the world. I think people, especially we Chinese, should abandon superstitious ideas in using animals... there are scientific alternatives. When I saw ACAP's video of the killing of tigers, elephants, rhinos, bears and turtles, tears fell from my eyes and I said yes! Yes! yes! I must help to end this!"

Hong Kong launches Jackie Chan's Yes! To ACAP

the loss of endangered species and his commitment to helping them. ACAP showed a wide variety of educational materials, a new website (<http://www.jackiewild.com>) leaflets, and TV documentary. Encouragingly, ACAP's booth was shared by Chinese Medicine doctors with herbal medicine alternatives to the use of endangered species.

As reported in the last Wildlife Matters, ACAP is a unique public awareness programme initiated by the partnership of DSCF with Tusk Force and Global Survival Network. In key countries it confronts consumer demand fuelling the destruction of tiger, rhino, elephants, bears

and turtles whose body parts are used in traditional Chinese medicines and the manufacture of luxury items.

With the help of Jackie, DSCF Hong Kong funding and our ally EarthCare, ACAP's campaign is gathering momentum. Events were covered by Reuters, CNN, Asia Business News, China Television News and CNBC with such headlines as "Chan's new fight for endangered species." Encouragingly, Star TV offers to give ACAP's adverts and Jackie's message the widest possible airing on their numerous Pan-Asian channels.

ACAP is also teaming with Discovery Channel Asia to air Jackie's message to 20 million subscribers and Discovery is sponsoring an ACAP education pack for Hong Kong schools.

The need for ACAP's effort was shown by EarthCare undercover investigations of local pharmacies, whose results were passed to the authorities. These revealed 20% still sell what they claim is tiger bone. To co-operate with

ACAP, Hong Kong University's first stage of a detailed consumer survey shows most people felt the survival of endangered species is as important as other social and environment issues. 70% thought buyers were as responsible as poachers and smugglers for the plight of endangered species. The next phase of the survey will study the influence of ACAP on Hong Kong.

Following successful launches in Taiwan, London, Canada, Hong Kong and Thailand, ACAP launches are now being prepared in other Asian capitals. J. Walter Thompson, major ACAP supporters since 1994, are designing adverts for Hong Kong's cinemas, TV, journals, trains, ferries, trams, buses, shopping malls and airports. DSCF members are part of these combined efforts. Together, we are making a quantum difference!

Golden Harvest, Jackie's film company, gave ACAP a tremendous opportunity to reach a big public by providing a large display booth at the Jackie Chan Exhibition, attended by around 50,000 people of all ages and nationalities to whom Jackie spoke movingly of his grief at

娛樂圈



HONG KONG Standard

Chan's new fight: for the animals

The program is a... Jackie Chan... ACAP... wildlife... endangered species... conservation... environmental... awareness... education... public... support... funding... resources... materials... website... leaflets... TV documentary... Chinese Medicine... herbal medicine... alternatives... consumer demand... destruction... tigers... rhinos... elephants... bears... turtles... 70%... 20%... 50,000...



HONG KONG Standard

英文虎報

SATURDAY 17 JANUARY 1998

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Chan's new fight: for the animals

By Simon Ng

KUNG fu film superstar Jackie Chan has become a passionate advocate of wildlife protection.

He said seeing rhinoceroses being slaughtered while he was shooting his latest film, *Who am I?*, in Africa a few months ago had affected him deeply.

"The rhinos are being killed for their horns supposedly for medical use, but that's nonsense," Chan said.

"I think people, especially we the Chinese, should abandon superstitious thinking in using animals for such use, as there are scientific and herbal alternatives."

Chan delivered his message yesterday at the launch of the local Asian Conservation Awareness Program.

The program is a global campaign aimed at persuading consumers to conserve wildlife by not buying products derived from endangered species.

International program co-ordinator Peter Knight warned that animals including tigers, elephants, sea turtles, rhinos and bears might soon be extinct if they were continued to be killed for commercial use.

"We have to get over the responsibility to the consumer," Mr Knight said.

"When the buying stops, the killing can too. That's what we want them to know."

Andrea Ng Wai-ye, executive director of environmental group Earthcare, the local partner of the program, said although Hong Kong people agreed



Fist of fury: Jackie Chan joins Earthcare's Andrea Ng, left, and Peter Knight, far right, at yesterday's launch.

PICTURE BY JOHN WESTHROP

that wildlife needed protecting, they knew little about their responsibility as consumers.

A University of Hong Kong survey for the group found most people felt the destruction of wildlife

wasn't their fault. "Most of the 507 people interviewed said their responsibility for the endangerment of the animals lay at the bottom of the list, right behind poachers, middlemen and the government, when in

fact they should come first," Ms Ng said.

The group has joined with cable television's Discovery Channel to produce a teaching kit to help teachers promote the idea in the classroom.

Jackie's plea for animals

WANDA SZETO

Kung fu star Jackie Chan yesterday urged more than 16,000 fans attending an exhibition based on his life not to buy Chinese medicine made from endangered animals.

The renowned action man made the appeal at the opening of the \$10.5 million *Who Am I?* show at the Convention and Exhibition Centre.

The three-day event features a collection of Chan's personal items and memorabilia, such as watches, costumes, cars and photographs.

The exhibition has also made room for a booth for animal advocacy group EarthCare to educate the public not to buy medicine made from animals such as tigers, rhinoceroses and sea turtles.

"I am appealing to you all not to buy those medical products," Chan said. "I believe modern technology would certainly have something to replace these."

"If you don't buy them, you could prevent these animals from being killed. Let's help these animals to stay alive so that future generations will be able to see and admire them."

The exhibition is open from 10 am until 10 pm today and from 10 am until 5 pm tomorrow. Admission is \$20.



Earned his stripes

Jackie Chan poses at the opening of the *Who Am I?* exhibition based on his life at the Convention and Exhibition Centre. The display includes a booth for animal rights group EarthCare.

Martin Chen