



TALKING POINTS FOR YOUR WILDLIFE CAMPAIGN

Thank you! By participating in the Run for the Wild and caring about animals around the world, you're doing a great thing. And today, wildlife needs people like you as much as ever. We've compiled some information here that we hope is helpful as you inspire others to contribute.

ANIMALS IN CRISIS

African elephants are in peril today thanks to poaching to feed the ivory trade and recent news from the field has often been bleak. Mozambique has lost nearly half of its elephants in five years. Just recently, as researchers set out to collar and protect elephants in the country's Niassa National Reserve, they found 15 recently slaughtered, one with her ivory still intact. In Tanzania, 60,000 elephants have been killed, or roughly 55 percent of the 2009 population.

Sadly, elephants are far from alone. There are maybe 100 Sumatran rhinos left in the world. On the border of Nigeria and Cameroon, we are down to 300 some odd Cross River gorillas. And African lions were recently added to the U.S.'s Endangered Species list. Everywhere, threatened wildlife needs our help if it's to have a future.

OUR ROLE

Our human footprint keeps growing. In the time since the Renaissance, the global human population has grown from a half billion to over seven billion. By 2050 that number could reach 10 billion, filling nearly all the land and touching nearly all the seas.

Our movements and actions are—and will continue to be—the prevailing reality for every other living thing on Earth. “No creature has ever altered life on the planet in this way before,” the journalist Elizabeth Kolbert wrote in her recent book, *The Sixth Extinction*.

KEY TO THE SOLUTION

Hundreds of personal care products, including soaps, shampoos, and toothpastes, feature tiny plastics called microbeads. They are a common ingredient in exfoliants. But thanks to recent scientific studies, we know that microbeads make their way from our drains into our waterways, collecting dangerous toxins along the way. They then enter the food chain, as fish mistake them for something to eat.

Together, we've worked effectively to start to stem the tide against these pollutants. In the U.S., the Microbead-Free Waters Act of 2015, containing important restrictions, “sailed through Congress in an age when most legislation plods,” wrote the *New York Times* in December. Just before the new year, President Barack Obama signed H.R. 1321 into law.

It's a powerful example of what we can do together, working with government, in the name of wildlife.

OUR STRATEGIC PLAN

Since 1895, WCS has been committed to protecting the world's wildlife. We have a bold vision for the future and a strategic plan to lead the way. Launched in 2015, our 2020 plan is centered on one goal: to conserve the world's largest wild places in 15 priority regions, home to more than 50 percent of the world's biodiversity.

But we can't do it alone. Your support is essential. So make an indelible impact and help us ensure a future for wildlife and wild places.

