

ONE
EVERY
15
MINUTES



ONE ELEPHANT
IS KILLED
EVERY
15 MINUTES.

Elephants are facing their biggest threat to survival since they began roaming the earth, 15 million years ago. It is estimated that 36,000 of these iconic animals are killed annually — that's one life lost every 15 minutes.

In many countries, ivory continues to be a symbol of status and power. And, sadly, China's ivory industry is poised for growth.



The iworry campaign was created by The David Sheldrick Wildlife Trust in 2012 to inspire a global audience to take action for elephants. It calls on world governments to make the illicit ivory trade a priority issue, to make a financial commitment to security enforcement, and to impose a complete ban on all ivory sales.

Founder of The David Sheldrick Wildlife Trust, Dame Daphne Sheldrick DBE:

"With a global effort, we can conserve the elephant species, however, we must come together if we are to successfully educate and inform people as to the existence of the illegal ivory trade, the devastating toll it is having on elephant populations and through that, call on governments from around the world to take proactive steps to tackle this illicit trade and save elephants."



HELP SAVE
ELEPHANTS FROM
EXTINCTION.

iworry organised the single, largest show of support for a wild species in history through the International March for Elephants which saw over 20,000 people call on their governments to better protect elephants.

You too can make a positive difference through the globally recognized iworry campaign: sign online petitions, write to your MP, campaign, and volunteer. And help make poaching elephants extinct.

iworry.org