



THE CASE

35,000 ELEPHANTS WERE KILLED BY POACHERS IN AFRICA IN 2012—AN AVERAGE OF 96 ELEPHANTS EACH DAY.

It is the worst mass slaughter since the international ivory trade was banned in 1989. Since 2002, the Congo Basin has lost three-quarters of its elephants. At this rate, African forest elephants face near extinction in another 10 years, with East Africa's savannah elephants not far behind.

The reasons: inadequate protection of elephants, insufficient efforts to halt ivory trafficking, and skyrocketing demand for ivory. This unprecedented poaching crisis requires a new level of effort to prevent the annihilation of these magnificent animals.

Who can imagine a world without elephants? The potential demise of the world's largest land animal would be reason enough to be concerned, but it's not the only one. The millions of dollars brought in by the slaughter and trafficking of wildlife helps finance trade in illegal drugs and arms, which in turn fuels political instability, organized crime, and terrorism.

Together we must stop the killing, stop the trafficking, and stop the demand.

THE COALITION

96 Elephants seeks to unite a broad based coalition of partners to coordinate and leverage their collective influence, constituencies, and resources to save African elephants from extinction. Together we aim to secure U.S. legislation that will create a moratorium on ivory sales, raise funds to bolster elephant protection, and educate the public about the link between ivory consumption and elephant killing.

THE ACTION

TOGETHER WE WILL RALLY PEOPLE ALL ACROSS THE U.S. TO HELP SAVE ELEPHANTS.

- Go to our website and take action at www.96elephants.org
- Join our efforts by signing on as a coalition partner: www.96elephants.org/coalition
- Promote the campaign through your website and/or social media channels

96 ELEPHANTS ARE KILLED EVERY DAY IN AFRICA.

