

RHINO RANGER

FIRST EDITION | RATED: T (TEEN)

*NOW IS THE TIME FOR ACTION!
VIETNAM, BE MY HERO.*

***Appropriate for readers age 12 and older. May contain mild violence, language and/or suggestive terms.**

Wild Rhino is a campaign with the objective of reducing the illegal demand for rhino horn in Vietnam. The campaign is a partnership initiative with schools and the business community in Ho Chi Minh City, Vietnam. It is implemented in association with Wilderness Foundation Africa, Peace Parks Foundation and Soul Music & Performing Arts Academy.

**WILDERNESS
FOUNDATION
AFRICA**





AFRICA

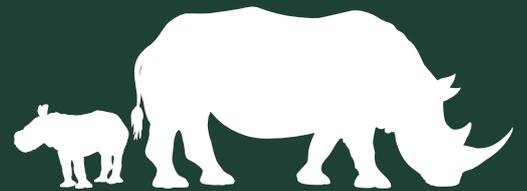
VIETNAM

SOUTH AFRICA

 **IN 2007** 
13 SOUTH AFRICAN
RHINO
WERE
POACHED

IN 2015 IT GREW TO

1215



MORE RHINO

ARE BEING

KILLED

THAN ARE BORN

...

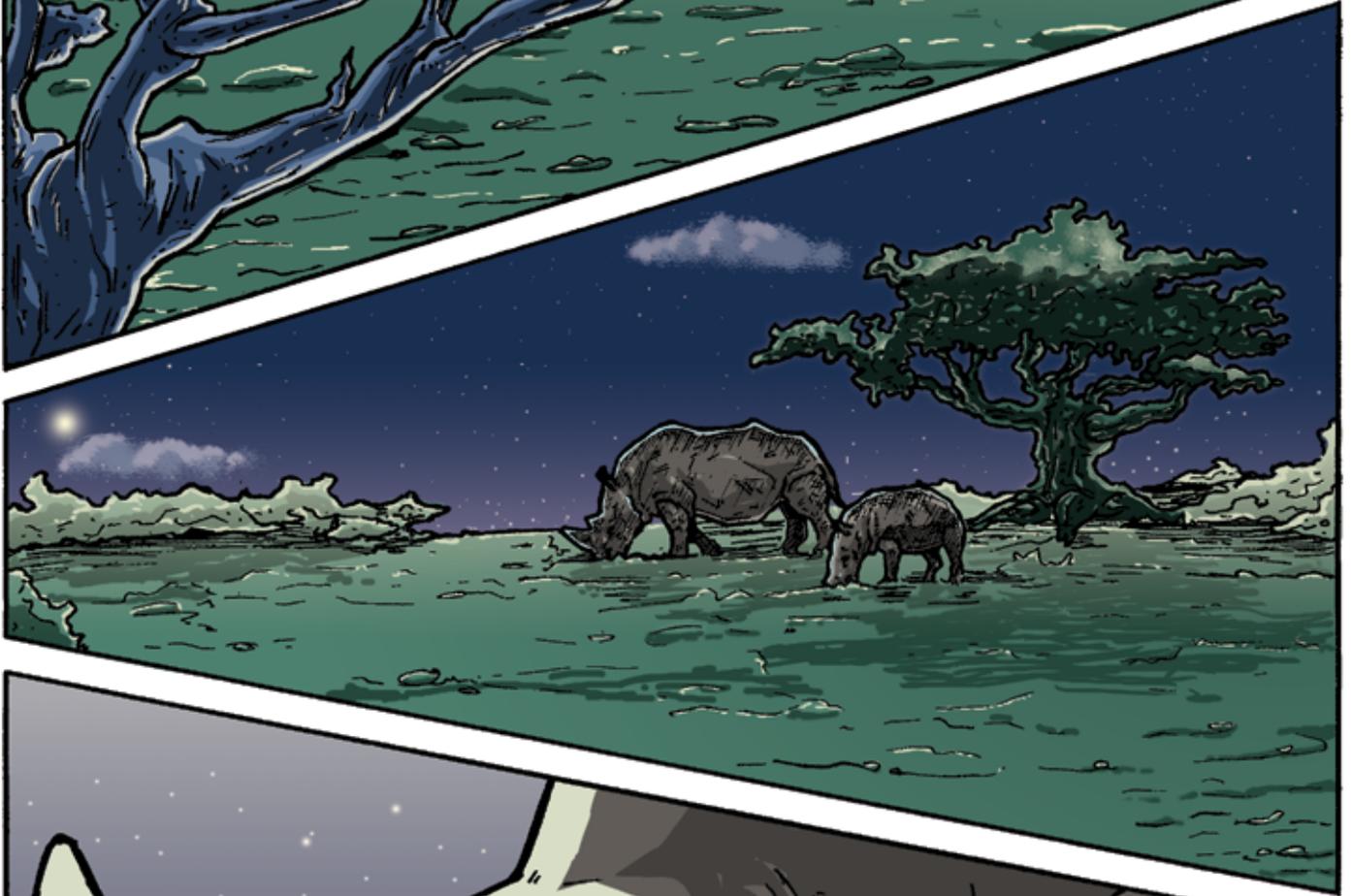
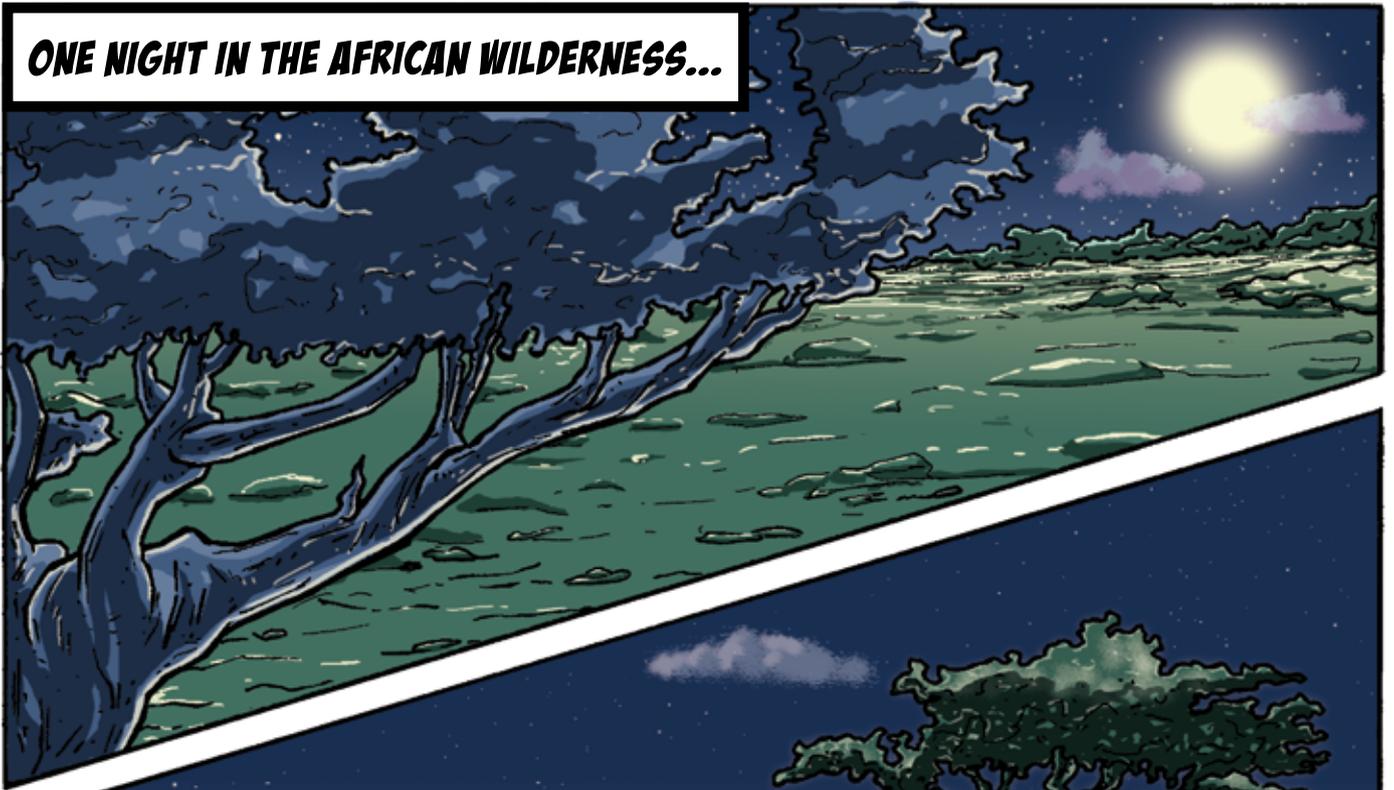
IF THIS CONTINUES

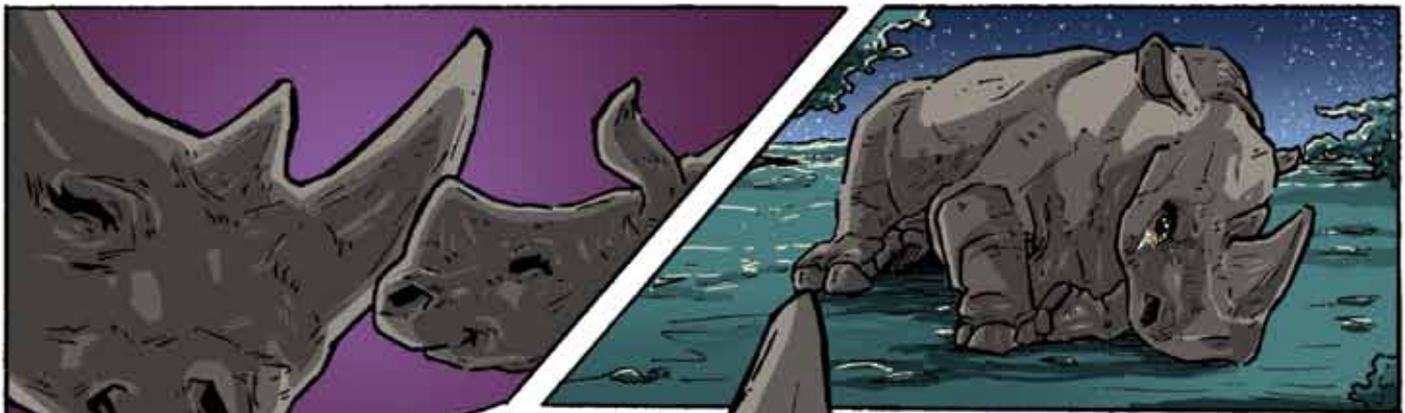
BY 2025

THERE COULD BE

NO RHINO

ONE NIGHT IN THE AFRICAN WILDERNESS...

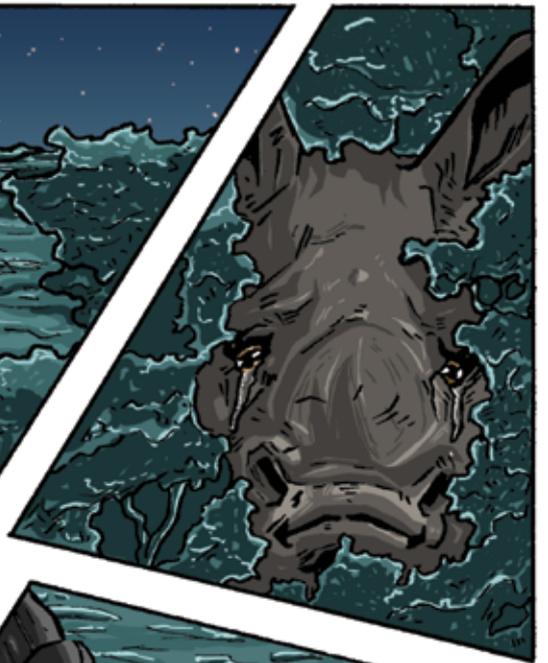




RUN AWAY LITTLE ONE!



POACHERS APPROACH FROM THE DARK SURROUNDINGS.



CUT HER HORN OFF.



IS SHE STILL ALIVE?



WHO CARES?



RANGERS APPROACH THE SCENE IN THE MORNING AND SEE THE YOUNG RHINO BESIDE HIS MOTHER.



WHY WOULD THEY DO THIS?

THESE POACHERS WILL STOP AT NOTHING. WE'RE LUCKY THIS LITTLE ONE MADE IT.



THEY ARRIVE AT THE SAFE HAVEN.

THE YOUNG RHINO IS SAFE... FOR NOW.

BUT HE MISSES HIS MOTHER.



YOUNG CHILDREN VISIT THE SAFE HAVEN.



**SITTING IN THE ENCLOSURE,
WRAPPED UP IN THE RANGER'S
BUSH COAT, THE YOUNG RHINO
STARTS TO REALISE HE IS
SAFE AT THE HAVEN.**



**A VIETNAMESE FAMILY VISITS
THE WILDLIFE SAFE HAVEN.**



**I THOUGHT RHINOS
LIVED IN THE BUSH.**

**I BELONG IN THE BUSH,
BUT THEY BROUGHT
ME HERE TO BE SAFE.**



WHAT HAPPENED TO THEM?

**WE DON'T HAVE ANY
RHINOS LEFT IN VIETNAM.**



**THEY WERE
ALL KILLED.**

**WHY, WHAT
FOR? DID
THEY DO
SOMETHING
WRONG?**



**MY MOM TOLD ME THAT
MY HORN IS ONLY TO
PROTECT MYSELF.**

**FOR THEIR HORNS. MANY
VIETNAMESE PEOPLE THINK
IT'S A TYPE OF MEDICINE,
OR THAT HAVING IT MAKES
THEM COOL.**

**YOUR MOM WAS RIGHT. IT'S NOT
MEDICINE, AND WON'T MAKE
ANYONE COOL.**

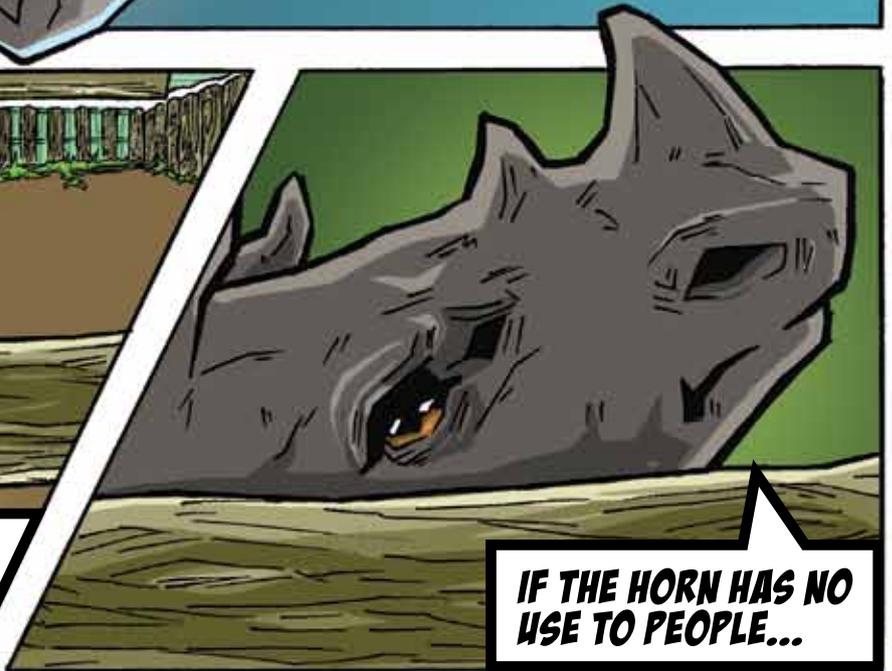




MY MOM DIED FOR NOTHING.



THE YOUNG RHINO SITS IN HIS ENCLOSURE THINKING ABOUT THE REALISATION.



IF THE HORN HAS NO USE TO PEOPLE...



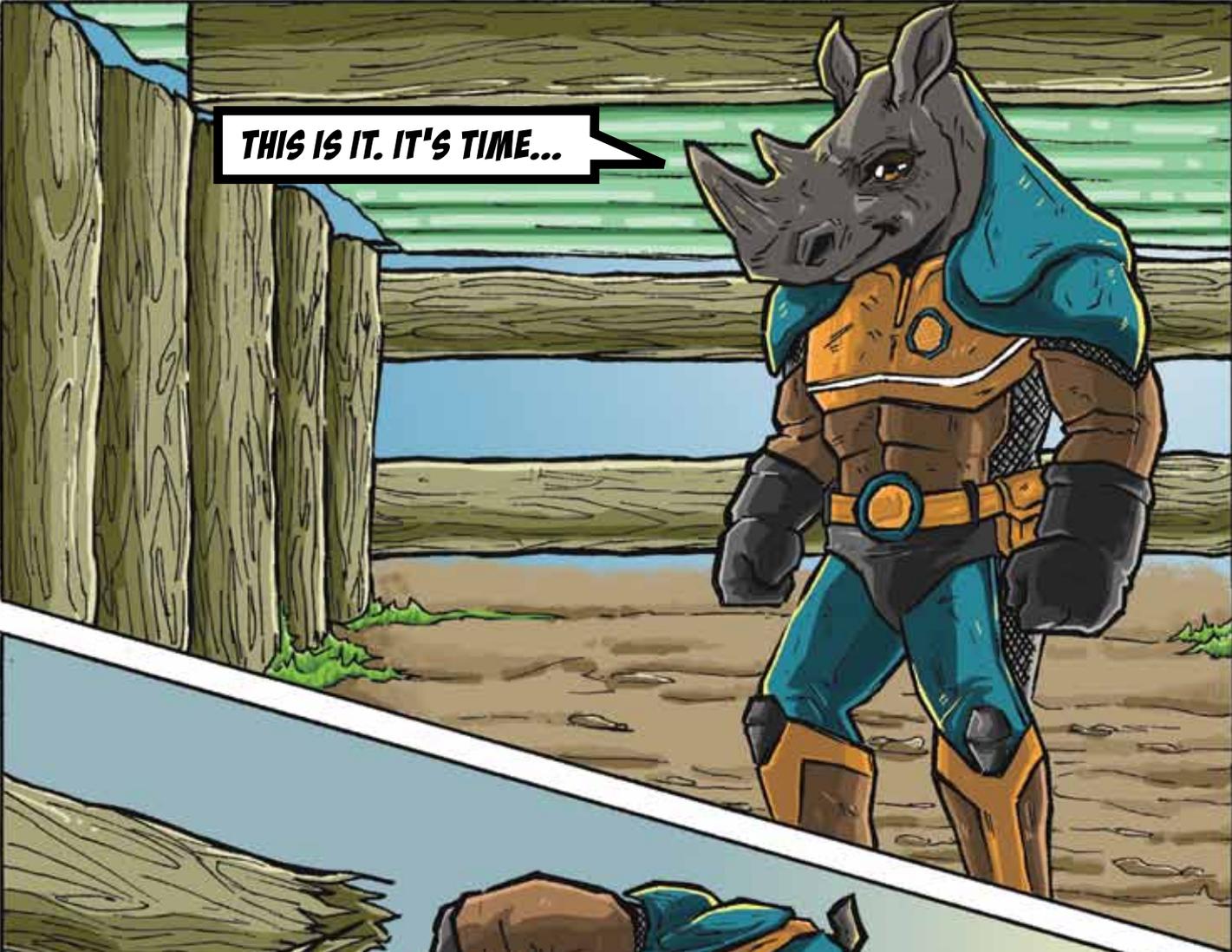
WHY ARE RHINOS BEING KILLED?



I CAN'T LET THIS GO ON, I HAVE TO DO SOMETHING.

HE BEGINS TRAINING...





THIS IS IT. IT'S TIME...



TO MAKE A CHANGE.



THE YOUNG RHINO RETURNS TO HIS OLD HOME IN THE BUSH.



HMMM.

HE FOLLOWS FRESH BOOT TRACKS IN THE AREA.



IT'S THEM!

THE RHINO RANGER SPOTS TWO OF THE SAME POACHERS HE SAW THE NIGHT HIS MOM WAS POACHED.



AHHH!

SHOOT HIM!



YOUR POACHING DAYS ARE OVER!



WHAT DID YOU DO WITH MY MOTHER'S HORN?

IT'S... IT'S IN VIETNAM.



**THEN THAT'S WHERE I'M GOING TOO.
CONSIDER YOURSELF OUT OF A JOB.**



**WE'VE BEEN AFTER THESE
GUYS FOR YEARS.**



**THIS IS ONLY THE BEGINNING.
I MUST GO TO VIETNAM.**



**WE THOUGHT YOU
MAY WANT THIS...**

SOMEWHERE IN HO CHI MINH CITY AIRPORT...



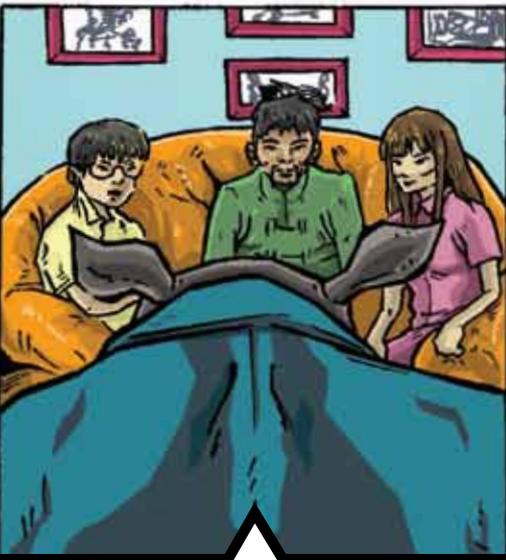


THE RHINO RANGER VISITS THE VIETNAMESE FAMILY THAT CAME TO THE SANCTUARY IN AFRICA.



**I KNEW I'D SEE YOU AGAIN!
YOU'RE SO MUCH BIGGER.**

**YOU ARE THE REASON I MADE
IT THIS FAR. THANK YOU.**



**I'VE COME HERE BECAUSE I
NEED YOUR HELP. IN FACT, I
NEED VIETNAM'S HELP.**



**IT STARTS WITH
FAMILIES JUST
LIKE YOU. WE
NEED TO SPREAD
INFORMATION FAR
AND WIDE TO SAVE
THE RHINO. THE
DEMAND FOR HORN
IS WHAT'S FUELLING
POACHING.**

**IF WE CAN EDUCATE
PEOPLE ABOUT
RHINO HORN, AND
CHANGE THE FALSE
BELIEF OF IT BEING
A MEDICINE, THEN
RHINOS HAVE A
CHANCE OF SURVIVING.**



I MAY BE STRONG, BUT IT'S NOT ENOUGH. VIETNAM, BE MY HERO.



**VIETNAM,
BE MY HERO**



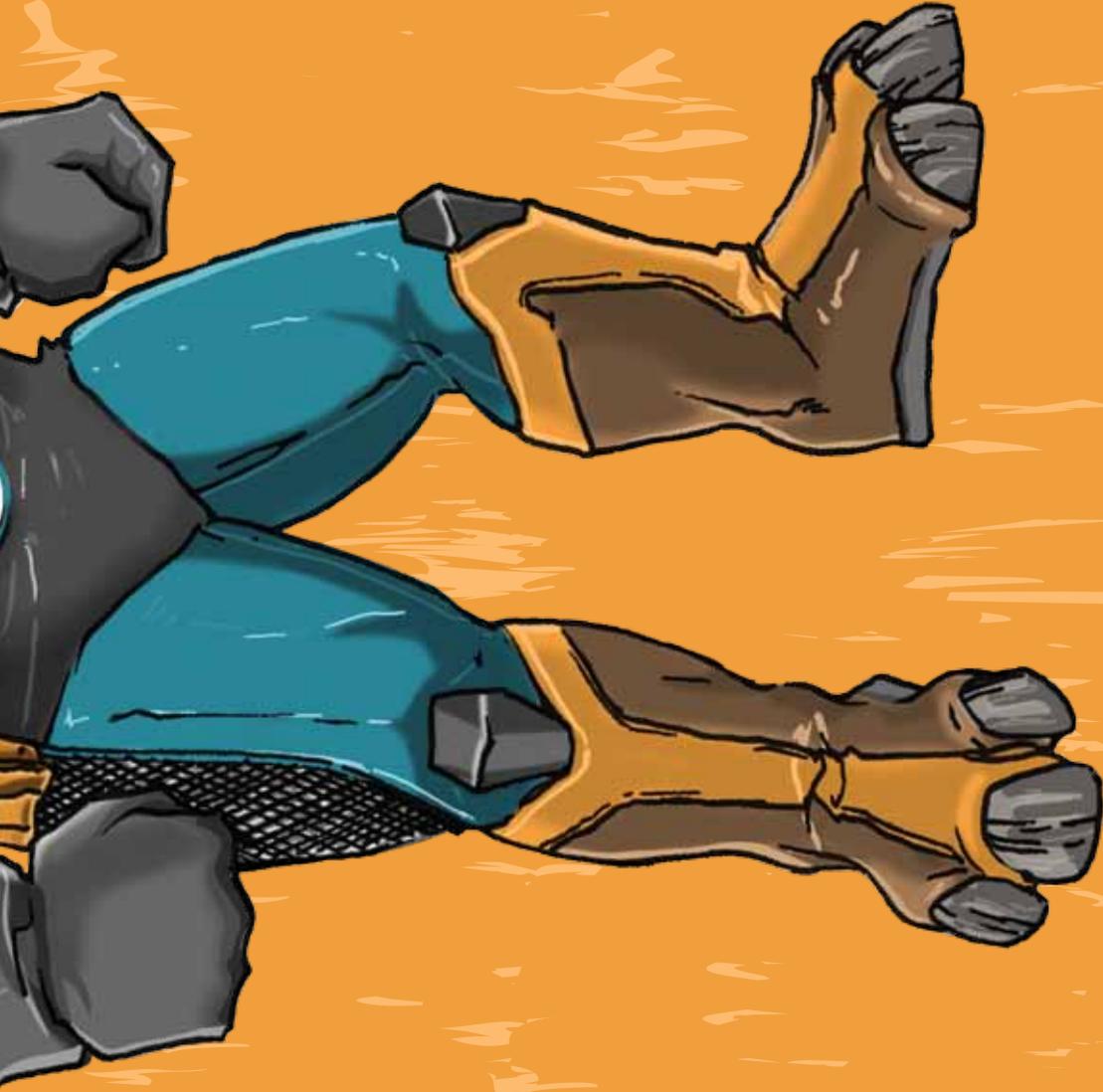
**VISIT OUR INFORMATION CENTRE
ON THE WILD RHINO WEBSITE
TO GET MORE INFORMATION ON
RHINOS AND HOW YOU CAN
GET INVOLVED TO REDUCE THE
DEMAND FOR RHINO HORN AND
SAVE THE RHINO.**

WWW.WILDRHINO.ORG



RHINO RANGER NEEDS YOU!





#vietnambemyhero



SCAN THE QR CODE
TO LEARN MORE!

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