



HELP GIVE FOUR FORMER **CIRCUS** LIONS A PERMANENT SANCTUARY HOME

Angela, Bellone, Louga and Saïda endured a lifetime of misery in the name of so-called entertainment. Owned by a travelling circus, they were forced to perform unnatural tricks for audiences, living in cramped beastwagons, terrified of the whip and deprived of their freedom.

Can you help us give them a new life at our big cat sanctuary at Shamwari Private Game Reserve in South Africa so that they can live the remainder of their lives with dignity, under the African sun?



GOODBYE TO THE CIRCUS

Angela, Bellone, Louga and Saïda were born in a circus in France and spent their entire lives travelling and performing. Angela and Louga were just one month old, and Bellone and Saïda four months old, when they were sold by one circus to another. Louga was even castrated to make him easier to handle.

Thankfully, the show is over for these four lions. Angela, Bellone, Louga and Saïda were surrendered by the owner of the circus and are currently living in a temporary home in France.

Born Free is raising money to transport these four lions to our big cat sanctuary at Shamwari Private Game Reserve in South Africa, where they can remain for the rest of their lives in a spacious enclosure, with nutritious food, enrichment, and specialist veterinary care for life. Their days will be spent enjoying peace and tranquillity at our big cat sanctuary. They will be able to explore their spacious environment, observe their surroundings from a viewing platform, sleep under a shady tree, socialise with each other or hide in the bushes

if they want some privacy. They will have neighbouring lions at the sanctuary, who will no doubt greet them each morning with a roar.

Safely transporting four lions over 7,000 miles via land and air to their new home will require the expertise of Born Free's highly experienced relocation team. Special travelling crates will be constructed to keep the lions safe; our veterinary team will provide round the clock care to oversee their health and welfare during the journey; and all the necessary paperwork and permits will be secured. The COVID-19 pandemic has significantly impacted international travel, but we hope to relocate them to their new home as soon as it is safe to do so.

Donating to this appeal will not only help cover the travel and administrative costs of the move, but contribute towards Angela, Bellone, Louga and Saïda's lifetime care, ensuring they remain safe and in the best possible health at their new South African home.

MEET THE LIONS



Louga, the only male, has no mane after being castrated but, more than makes up for this with his feisty personality. The 12-year-old is definitely the dominant member of this human-made pride!



Angela is 12 years old and has a much calmer nature. Serene and relaxed, she seems to relish her peaceful half-way house – what a contrast to her life of constant travel and exploitation in the circus in France.



Saïda is 13 years old and also assertive. Like a wild lioness, she can be defensive around people but, in her tranquil temporary home with our Tonga Terre d'Accueil friends, she has become more laid back.



Bellone is 15 years old and the oldest member of the rescued pride. Forced to perform for 13 years in a noisy circus big top, she now seems content and chilled out in the serenity of her temporary home.

THE CIRCUS ISSUE

Born Free is at the forefront of the campaign to ban the use of wild animals in travelling circuses. This appeal raises the profile of the global circus issue, and highlights the urgent need to permanently end these cruel and outdated shows.

There is overwhelming evidence of compromised animal welfare in the training, performance, transport and housing inherent to the use of captive wild animals in entertainment, alongside evidence suggesting frequent incidences of direct physical abuse of animals.

We believe it is outdated, demeaning and unacceptable to force animals to perform unnatural behaviours for entertainment and to exploit captive wild animals in circuses, performances, human interactions, and in advertising, film and television.

Globally, many thousands of wild animals are exploited by the circus industry every day. So far around 30 countries have banned the use of wild animals in circus shows, meaning that the vast majority have not. In the last three years alone, Born Free has rehomed seven lions with believed or suspected connections to circus in France, and in 2020, after many years of campaigning by Born Free and other NGOs, the French government introduced legislation to ban the use of wild animals in travelling circuses in the coming years. However, as the move comes into effect, we anticipate there will be other individuals in need of sanctuary and expert care in the future. Born Free will continue to help these animals wherever possible, whilst lobbying internationally to bring a permanent end to this cruelty.



HOW YOU CAN HELP

Born Free is wholly opposed to the use of wild animals in circuses and the exploitation of wild animals for entertainment.

- Supporting our appeal will not only help these four individual lions, but will allow Born Free to continue its vital work to help captive wild animals around the world, whilst campaigning for change. You will help:
- Fund the transport and administrative costs, plus specialist veterinary care that Angela, Bellone, Louga and Saïda will need for their journey to South Africa.
- Provide expert lifetime care for Angela, Bellone, Louga and Saïda at our big cat sanctuary at Shamwari Private Game Reserve.
- Support Born Free's Policy Team to lobby international governments to end the use of wild animals in travelling circuses in countries which have yet to introduce a ban.
- Help Born Free to help more captive wild animals in desperate need around the world, and where possible provide sanctuary care for them.
- **£10 could buy a health-enhancing vitamin supplement for two lions at Shamwari**
- **£24 could buy one day's good food for two lions at Shamwari**
- **£30 could cover the cost of one day's maintenance of the lion's spacious enclosure at Shamwari**
- **£95 could buy one week's loving and expert care for one lion at Shamwari**
- **£400 could pay for overland transport from the airport to Shamwari Game Reserve**
- **£1,250 could cover vet expenses during the move to South Africa**
- **£2,000 could build a special travel crate for one lion**

ADOPT A LION

You can also adopt a lion with Born Free. You'll receive an exclusive adoption pack and our Adopt magazine twice a year.

Adopt King: King was rescued from an apartment in Paris where he was being kept illegally as an 'exotic pet' in a small, dirty cage. He now lives at our big cat sanctuary in South Africa. Your adoption will help fund his lifetime care.

Adopt Elsa's Pride: Where it all began for Born Free. This pride still resides in Meru National Park today. With your support we can protect them for future generations. Your adoption will help us monitor and protect wild lions in Meru National Park.

Visit: www.bornfree.org.uk/adopt-a-lion



Images © Tonga Terre d'Accueil

Born Free works tirelessly to ensure that all wild animals, whether living in captivity or in the wild, are treated with compassion and respect and are able to live their lives according to their needs. As a leading wildlife charity, we oppose the exploitation of wild animals in captivity and campaign to keep them where they belong – in the wild.



www.bornfree.org.uk

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