



SAVE AFRICA'S GIANTS

EXTINCTION MEANS FOREVER

Elephants and giraffes are under terrible threat.

Majestic elephants poached for their ivory. Gentle giraffes killed for their meat and skins...
Africa's giant herbivores need our help more than ever.

Across Africa, elephants are slaughtered in their thousands every year. Close-knit families are decimated, leaving traumatised elephant friends, family and orphaned young.

Giraffes also suffer at the hands of people who value their skin and body parts over a beautiful, sentient, living animal. In the last 30 years, numbers have dropped by 40% in the wild.



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MEANS FOREVER.
IF WE DON'T ACT
NOW, IT WILL BE
TOO LATE.**

FRESH HOPE FOR MERU'S WILDLIFE

Meru National Park has a special significance for Born Free – it's where George and Joy Adamson taught Elsa the lioness how to be free!

Meru Conservation Area is home to around 1,000 elephants (with 500 in Meru National Park) and 1,400 rare, reticulated giraffes. Both elephants and giraffes play a vital ecological role by dispersing the seeds of the acacia tree – vital to prevent desertification.

We are determined to protect the park and its unique animals. Things have already begun to move in Meru. Since 2014, Born Free has helped Kenya Wildlife Service protect the park's 80 or so lions, including Elsa's descendants. The population is gradually increasing – not least five cubs born this year to Elsa's Pride.

Our appeal to Save Africa's Giants will expand on the vital work in taking place in Meru, and extend extra protection to elephants and giraffes living within the park.

It's not too late

With your invaluable help, we can monitor, study and protect these fascinating species in Meru National Park, Kenya. We can identify individual families and mitigate the threats they face. We can work with local communities to increase awareness and resolve possible conflicts. We can train a team of local people to patrol Meru and remove snares. We can protect the savannah habitat and revive degraded areas.

Your gift today could help save lives.

- **£10** could buy a first aid kit for our Saving Meru's Giants field team
- **£50** could pay for essential giraffe monitoring and protection
- **£150** could cover the cost of building a unique elephant identification dataset for three months
- **£200** could create a 'bee fence' of hives to deter elephants from raiding farms
- **£300** could install camera traps to gather evidence of species whereabouts and illegal human activity
- **£1,000** could buy a new laptop to record and store all our precious data, replacing old & run-down devices
- **£1,500** could support our de-snaring team and their vehicle for a full month
- **£5,000** could cover the entire production and training costs of "bee fence" honey and mitigate human wildlife conflict

There is no time to lose. Your gift today will help give Africa's giants a fighting chance of survival.

WITH YOUR INVALUABLE HELP, WE CAN MONITOR, STUDY AND PROTECT THESE FASCINATING SPECIES IN MERU NATIONAL PARK, KENYA.



ADOPT THE ELEPHANT FAMILY

You can also adopt The Elephant Family with Born Free.

You'll receive an exclusive adoption pack and regular updates.

The Elephant Family are a large herd who live in Kenya's Amboseli Park, at the foot of Mount Kilimanjaro. They are monitored by the Amboseli Elephant Research Project – the longest-running project of its kind in Africa. Your adoption will help protect them.

www.bornfree.org.uk/adopt-an-elephant



ADOPT THE GIRAFFE FAMILY

You can also adopt The Giraffe Family with Born Free.

You'll receive an exclusive adoption pack and regular updates

The Giraffe Family live in Meru National Park, Kenya. Adopting them today will help us monitor wild giraffe populations, nurture tolerance towards wildlife within communities, and introduce measures to reduce conflict between people and wildlife

www.bornfree.org.uk/adopt-a-giraffe



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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