(Adapted from “Fundraising blitz to save the rhino”, 7 May 2012, www.news24.com)

[**Save the Rhino!**](6_14Tables.accdb)

The battle against rhino poaching is at a fever pitch in South Africa.

Carrying a trendy shopping bag or sporting a brightly beaded bracelet has become fashionable ways of flagging awareness of the plight of the rhino. The slaughter has reached record levels in South Africa, with more than 200 of the animals killed so far this year after a record 450 in 2011.

Some major corporates have made significant contributions towards various campaigns aimed at saving the rhino. Wildlife organisations and parks are in urgent need of resources to improve security and training of anti-poaching personnel and tracker dogs. Rhino Force - the company founded last year to distribute merchandise like bracelets, scarves, beaded baby rhinos and music CDs - said proceeds of the sales are donated to the Endangered Wildlife Trust, an established charity. With their heart-tugging slogan, "***It's Not a Bracelet... It's Our Heritage***," Rhino Force aims to sell one million bracelets throughout the country.

### Mascot

Highlighting the country's devotion to rhinos, South Africa voted the animal as the official mascot for the national Olympic team. The tubby beast named ***Ckukuru***, clad in green shorts and a matching T-shirt, has a horn adorned with beads resembling the colours of the Olympic rings and the national flag. The fact that the public voted for the rhino as the official mascot shows the level of awareness they have developed around the threat of poaching and the need to stop it. Rhino poaching has been woven into the story line of a major soap opera. A prominent radio station held an on-air public auction for a painting by a member of the Parlotones rock band, fetching R570 000, which organisers say will be used to train tracker dogs.



**Latest rhino poaching figures:**

**Number of arrests:**

***Issued by:*** The National Department of Environmental Affairs

Update the link of the spreadsheet chart which is displayed as an icon



Delete the *Figures* worksheet from the workbook below

