



*Connecting conservation and communities*

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## OFFICIAL ENDORSEMENT FOR THE RHINO FORCE BRACELET INITIATIVE

01 MAY 2013

Save the Rhino International (SRI) is proud to announce a partnership with RHINO FORCE, a dynamic company that creates international awareness and raises substantial funding for rhino conservation through the sale of beaded bracelets.

The original RHINO FORCE bracelet, launched in June 2011, is synonymous with rhino conservation, and remains a South African best-seller. The red, black and white beaded RHINO FORCE bracelet will now be sold internationally, to raise awareness and funding for SRI's urgent rhino programmes on both continents. RHINO FORCE is responsible for the production, marketing and distribution of the bracelets.

SRI guarantees that 100% of the funds donated to us from this strategic alliance will be used to conserve viable populations of critically endangered rhinos in Africa and Asia.

Save the Rhino International recognises that the future of wildlife is inextricably linked to surrounding communities. By funding field projects and through education, SRI delivers long-lasting and widespread benefits to rhinos and other endangered species, ecosystems and to the people living in these areas. The funds raised are used to support projects that address rhino conservation through a number of measures.

SRI wishes to take this opportunity to thank RHINO FORCE for their support and sponsorship and encourage retail organisations, corporate entities and the general public to wholeheartedly support this commendable initiative.

To help save rhinos in Africa and Asia buy a bracelet online at [www.rhinoforce.co.za](http://www.rhinoforce.co.za), they will post anywhere in the world.

Yours faithfully

Susie Offord  
Deputy Director