

September 1, 2016  
For Immediate Release

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*"We admire elephants in part because they demonstrate what we consider the finest human traits: empathy, self-awareness, and social intelligence. But the way we treat them puts on display the very worst of human behavior." - Graydon Carter*

**Please join our March for Elephants and Rhinos in San Francisco  
Saturday, September 24, 2016  
10:00 am – 2:00 PM  
March begins and ends at Union Square | Rally to follow**

African elephants are killed at the rate of one every 15 minutes; nearly 100 elephants are killed every day, and 35,000 elephants are killed every year. In Africa 1 rhino is killed every 7-11 hours and extinction looms within a generation. All this killing is done solely for the purpose of the trade in ivory and horn and has precipitated a crisis for these two keystone species.

China is the world's largest market for illegal ivory. The market for rhino horn is for both useless "traditional medicine" and as a status symbol (particularly popular among some very wealthy Vietnamese businessmen).

*March for Elephants, San Francisco* (MFE) has worked tirelessly both locally and globally to bring attention to the destructive forces put into motion by the trade in ivory and rhino horn. MFE lobbied legislators and gathered over 10,000 signatures asking for the passage of AB 96, the legislation that closed the loopholes for the ivory trade and banned the sale of ivory and rhino horn in California. Governor Jerry Brown signed AB 96 into law on October 4, 2015, the day after last year's Global march.

*March for Elephants* will be joining over 100 other cities around the globe marching on behalf of elephants and rhinos on **September 24, in San Francisco**. This date was chosen to coincide with the Opening Day of the Convention on International Trade in Endangered Species (CITES) 17<sup>th</sup> Conference of the Parties (CoP17) in Johannesburg, South Africa. The combined Global March speaks with a loud and unified voice to insist that CITES designate elephants and rhinos **Appendix 1**, granting them "endangered status" and affording them the greatest possible protections from encroachment, hunting, poaching, trade, and all forms of exploitation.

MFE is a non-profit all-volunteer organization based in San Francisco that works on behalf of earth's last elephants and rhinos. For the past several years, MFE has both developed and participated in numerous advocacy and educational campaigns throughout the greater San Francisco Bay Area. We have called upon governments and businesses to take immediate and effective actions to end the trade in ivory and horn and place appropriate protections for elephants and rhinos. In particular, we have collaborated with the **Oakland Zoo; Performing Animal Welfare Society (PAWS); the Humane Society of the United States (HSUS); Kenyans United Against Poaching (KUAPO);** and the **Global March for Elephants and Rhinos (GMFER)**.

**You can help us by marching for elephants in September. Learn more by visiting [marchforelephants.org](http://marchforelephants.org).**

**Here is a video of the State of Elephants from our archives:**

<https://www.youtube.com/watch?v=a-ozonUy2wo>

**Here is a beautiful photo taken by Patrick Freeman:**

<https://drive.google.com/file/d/0B3u7PIEEUDLVQW81em5jRHJ5OXc/edit>

**Contact:** [march.for.elephants@gmail.com](mailto:march.for.elephants@gmail.com) & <http://www.marchforelephants.org/>

**Event page on FB:** <https://www.facebook.com/events/549277665240389/>