

THE CHALLENGE

A talent collaboration for LionHearted children, worldwide.

WHAT

One United Roar is a Campaign designed to create an alternative platform that gives lions and wildlife *a voice* in human laws that determine their survival.

This is a call to action and a call to arms. But Celebration not warfare is the weapon of disarmament.

HOW

We're launching a national and international talent-scouting initiative for youth to create songs, speeches and performances for Lions and Nature.

In the spirit of collaboration rather than competition, this talent-scouting initiative will bring high visibility support for Lions from all corners of the earth.

WHEN

This Campaign is designed to target the CITES Convention in September 2016. It was first launched on World Lion Day 2015, with a cultural event staged in the heat and dust in the lands of the low-income Tsonga and Sepedi communities neighboring Kruger National Park. Low in income, high in spirit, and HUGE in LionHeartedness, our launch event really ROARED!

One United ROAR

O.U.R Campaign for Lions and Nature

Be Informed. Be Inspired. Act.

First, let's be informed.

Did you know that less than 1% of South Africans know who or what CITES is? Yet CITES is the global organization that decides the fate of species on our planet. The name CITES stands for **The Convention for the International Trade in Endangered Species**. But note: Trade of Endangered Species, *not* Protection.

CITES meets every four years to determine how species will be traded across international borders. CITES is due to convene in South Africa on 24 September 2016, at which time it would decide the fate of *Panthera leo*.

In advance of the CITES Convention, South Africa has finally started drafting legislation for lions. But the draft law is designed to *legitimize* the notoriously shocking industrialization of lions in our country.

Did you know that there are stakeholders and policy makers in South Africa motivating to *down-list lions* from *Appendix II*, so that they become regarded as an "Animal of Least Concern"?

If this happens, it will support the so-called "Blood Lions" industry: tame lions bred for the bullet.

Instead of shutting down this depraved industry, South Africa has allowed a free-for-all for international trophy hunters and a burgeoning lion bones trade heading to Eastern Markets.

Commodities-based thinking distorts reality. **Legalized trophy hunting and illegal poaching are two sides of the same exploitative coin.**

As long as policy is trade-based rather than heart-based, we won't have a solution to the extinction of species.

Lions are not stuffed trophy heads on a wall. They are the King of Animals, our living heritage!

So here's the question: If you were a Lion today, is CITES the forum you'd choose to appeal for your survival?

Clearly not.

There's an old African proverb, that says:

*"Until the Lion learns to write,
The Story will be told from the Hunter's perspective."*

But let's not get downhearted. O.U.R Campaign is on the side of the lions – and it has a solution...

Be inspired.

We need a message straight from the Heart. A LionHearted message.

What if you were a Lion today?

Put yourself in a cage.

Imagine you're standing in the paws of The King of Animals...

Write for the Lions

Dance for the Lions

Sing for the Lions

Act for the Lions

Pour your hearts out

ROAR your hearts out

Speak for the Lions...

Tell the policy makers what you think of their pro-trade policies.

Read the stats. Then make it personal. ROAR!

- In September 2016, humans will decide the fate of the king of animals. Policies are already being drafted that will legitimize the captive breeding/killing of our lions and the international trade in their body parts.
- Lions are our global heritage. If they die, our hearts and souls die with them.
- Ecologists tell us: if the apex animal goes extinct, all animals will be impacted and ecosystems will ultimately collapse. That's Nature's way. It's called *Trophic Cascading*. Everything is connected.
- Consumerist thinking says: "Only if it pays, it stays."

Is that logical? If Lions don't stay, we'll all pay.

- Trophy hunters say: We need to *kill* lions to raise funds to *save* lions.

Who are they kidding?

- An international organization purporting to protect endangered species, named: The Convention for the *Trade* of Endangered Species.

Seriously?

- Short-term money arguments *at the expense of our Earth...*
- If we *don't* shift our paradigm, lions will be extinct in the wild **in our lifetimes**.

That's a fact.

LionHearted youth from the furthest reaches of the world: Austria, India, Hawaii, New Zealand, from the deserts of the Kalahari to the icy plains of Alaska:

Don't sit back and allow your lion heritage to be industrialized into extinction.

Submit your LionHearted talent now – Here's how.

HERE'S HOW

- 1) Ask your heart. What do the policy makers need to know to protect O.U.R lions?
- 2) Record your submission on any means available: cell phone, ipad etc.
- 3) Submit to website: **OneUnitedRoar.org**
- 4) Note: If your submission is in a foreign language, please submit a translation separately.
- 5) Get your parent to sign the Indemnity form giving you permission to enter.
- 6) NOTE: Your submission could go viral and be used on multimedia platforms worldwide!
- 7) Peer Review decides who gets to the semi-finals.
- 8) **1 LIKE = 1 ROAR.** Get your friends and family to ROAR for you!

- 9) 24 semi-finalists will be chosen, based on the highest number of ROARS.
- 10) A high profile panel of international adjudicators will take it from there.
- 11) A pride of six **StarLions** will be chosen to speak for O.U.R lions.
- 12) These six winning StarLions will be flown out to the Heart of White Lion territories, together with their minders in time for the CITES Convention.
- 13) Note: you must have a valid passport to be eligible.
- 14) The six winning StarLions will be joined on White Lion territories by six StarLion Ambassadors, one from each of the StarLion centers supported by the **Global White Lion Protection Trust**.
- 15) This is your opportunity to ROAR like a Lion and Shine like a Star...
- 16) We'll get your winning submissions to CITES.

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