

# One United Roar: LAUNCH EVENT, WORLD LION DAY 2015



**O.U.R Campaign for Lions strategic focus is CITES 2016**

*But the greater aim is to make a QUANTUM SHIFT in human consciousness:  
From destruction of Nature to protection and earth stewardship.*

Celebrity support of **One United Roar** by the *Desmond and Leah Tutu Legacy Foundation*