



ONE UNITED ROAR

O.U.R. CAMPAIGN FOR NATURE

A CALL TO ACTION FOR ALL
LIONHEARTED PEOPLE,
WORLDWIDE.

WHAT'S AT STAKE: HUMANITY'S FUTURE.

O.U.R. OBJECTIVE:

Restore balance between humans and Nature

O.U.R. CAMPAIGN:

Give silent stakeholders a Voice & a Vote

O.U.R. STRATEGY:

Celebrate Nature as our Global Heritage

WHAT WE WILL CHANGE:

Lion Statistics:

- Lions face extinction in our lifetime.
- More lions in cages than in the wild.
- Kruger Park faces a lion population crash.
- Dead lion exports from South Africa increased 300% in one decade.
- Lions have lost $\frac{3}{4}$ of their historic land, 50% in the last 3 decades.
- White Lions, the world's #1 hunted trophy, are still not protected by law.

Despite these stats: CITES aims to legitimise international trophy hunting of South Africa's lions, supporting their downlisting from "Vulnerable" to "Least Concern".



O.U.R. CAMPAIGN FOR NATURE

If the Lion dies, Nature dies. Including human nature.

Reawaken your hearts, and let Nature speak through you...



HUMANITY CREATED THE PROBLEM. **UNITED**, WE CAN SOLVE IT.
BE INFORMED. BE INSPIRED. ACT.

"Until the Lion learns to write, the story will be told from the Hunter's perspective..." **AFRICAN PROVERB**

WRITE for the Lions
SING for the Lions
CRY for the Lions
DANCE for the Lions



EVENTS THAT CELEBRATE OUR LION HERITAGE

Join our talent-scouting collaboration. Entry details and LionHearted prizes to be announced on 30th April. **Give Nature a chance to be heard.**