## DO YOU BELIEVE Everything YOU READ AND HEAR?



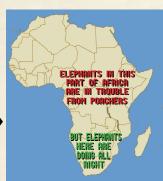
WORLD CONSERVATION SOCIETY

IS FILLED WITH
HOT AIR



IN FACT,
MANY
OF THEIR
FACTS ARE
ALL WET





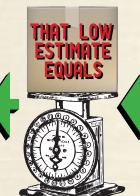












96 ELEPHANTS/DAY X 365 DAYS = 35,000 ELEPHANTS/YEAR

2 TUSKS PER ELEPHANT @ 10 POUNDS  $\overline{\mathbf{x}}$  PER TUSK

700,000 POUNDS PER YEAR

19.8 MILLION GRAMS OF IVORY



MORE IVORY PIECES THAN MARKETS CAN ANNUALLY ABSORB





SOME 46 MILLION IVORY CROSSES. IF THESE ARE ON SALE IN THE U.S. NAME ONE PLACE WHERE YOU CAN BUY THEM?



ABOUT 26 MILLION IVORY CHOP STICKS - THAT'S ENOUGH FOR EVERY ASIAN-AMERICAN AND ALL PATRONS OF THE BEST CHINESE RESTAURANTS.



MORE THAN 70 MILLION LADIES' EARINGS WOULD PROVIDE A PAIR FOR EVERY TWO AMERICAN WOMEN. SEEN A LOT OF THESE RECENTLY?

Killing
elephants for
their tusks is
unconscionable;
making up numbers for
political and financial
gain is reprehensible;
refusing to accept
the historic,
cultural, artistic,
scientific and
practical
importance
of ivory is
immoral



Concept: Godfrey Harris / Graphics: Sergey Diyakanov / June 2015

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