



## **APPG International Conservation's Comms Toolkit**

### **International Cheetah Day**

**4 December 2020**

**Friday 4 December** is International Cheetah Day, a day established by the Cheetah Conservation Fund to celebrate the fastest land animal but also an occasion to generate awareness of the plight of the cheetah and to remind people that its' survival depends on humans. With fewer than 7,100 cheetahs remaining in the wild, the cheetah is the most endangered big cat in Africa and the time to take action is now. The species is threatened by human-wildlife conflict, habitat loss, loss of prey and the illegal wildlife trade. In East Africa, cheetah cubs are poached to supply the illegal pet trade and this demand is having a devastating impact on the already fragile wild cheetah populations in the region.

Contact [ssinha@internationalconservation.org](mailto:ssinha@internationalconservation.org) with any questions or queries.

### **Facebook**

**\*\*Insert Infographic and video Here – from last page\*\***

**Friday 4 December** is International Cheetah Day, a day established to celebrate the fastest land animal but also an occasion to generate awareness of the plight of the cheetah and to remind people that its' survival depends on humans. The species is threatened by human-wildlife conflict, habitat loss, loss of prey and the illegal wildlife trade. In East Africa, cheetah cubs are poached to supply the illegal pet trade and this demand is having a devastating impact on the already fragile wild cheetah populations in the region.

**This is why I am calling on the Government to tackle the illegal wildlife trade by ensuring increased and sustained funding to reduce the illegal cheetah pet trade and other illegal wildlife trade.**

### **Blog post/short column for local paper**

Today is International Cheetah Day; it is a day established to celebrate the iconic and fastest land mammal on earth. Sadly, however it is also a day to remind us that despite the speed for which it is famed, it is unable to outrun the threats our species has wrought upon it. There are today fewer than 7,100 cheetahs remaining in the wild, making it the most endangered big cat in Africa. There are many reasons for this ranging from human-wildlife conflict, habitat loss, loss of prey, fragmentation, and lack of genetic diversity; but one of the worst is the fad to keep Cheetah's as pets. Despite being outlawed in many parts of the world, keeping a cheetah as a status pet is still a popular in many places. This demand has led to cheetah cubs being poached to supply the illegal pet trade and decimating the already fragile wild cheetah populations in the region.



**Research by the Cheetah Conservation Fund indicates an estimated 300 cubs are being taken each year from adult populations estimated to total only 300-500 individuals.**

The facts are shocking: five out of six poached cubs will die before they can ever become pets. Once taken, a poached cub is likely to die within three weeks due to dehydration and malnutrition. If a cub survives to three months and becomes a pet, chances are it will not likely live longer than two years, due to improper diet, poor environment, lack of proper veterinary care and being taken from their mothers too early in life. People put images of their pet cheetahs on social media to elicit admiration, but would animal lovers still 'like' those photos if they knew of the harm being done? Cheetah cubs belong in the wild with their mothers; cheetahs are not pets and humans must understand this before they 'like' a species to death.

UKAID and the Illegal Wildlife Trade Challenge Fund are supporting projects that build capacity in law enforcement and building regional networks to halt wildlife trade in Somaliland, Ethiopia, Somalia and Yemen where cheetahs are most at risk from criminals. These projects have had a tremendous impact on saving these much-cherished animals but are now potentially at risk.

**This is why I am demanding the Government tackle the illegal wildlife trade by ensuring increased and sustained funding for international conservation projects such as this to reduce the illegal cheetah pet trade and other illegal wildlife trade in the Horn of Africa and around the world.**

It is easy to put these issues to one side, particularly in times such as these with our leaders focusing on the immediate task of saving lives. Nevertheless, the coronavirus crisis has shown us the clear link between nature, human health, and the economy. However, with recent government plans to reduce our aid budget to 0.5% GDP, it is more important than ever, that funding to stop the illegal wildlife trade continues.

I will therefore be working with my colleagues in the All Party Parliamentary Group on International Conservation to champion sustained investment to reduce the illegal wildlife trade and ensure that we protect this iconic species from extinction.

### **Suggested tweets**

Today I join fellow MPs at the APPG International Conservation to celebrate #internationalcheetahday & to protect #cheetahs. I'll support the sustained investment to fund projects that reduce illegal wildlife trade #illegalwildlifetrade. [https://bit.ly/CCF\\_UK](https://bit.ly/CCF_UK)

With only 7,100 #cheetahs left in the wild and the #illegaltrade in #cheetahcubs showing no sign of slowing, time is running out. @CCFCheetahUK need your help more than ever to #stopthetrade & keep #cheetah cubs in the wild, where they belong.



Today is #internationalcheetahday. #Cheetahs are the world's most #endangered #bigcat, with just 7,100 left. @CCFCheetahUK have innovative, successful #conservation programmes to #savethecheetah from #extinction that are having an impact [https://bit.ly/CCF\\_UK](https://bit.ly/CCF_UK)

#Cheetahs hold the title of being the world's fastest land mammal, reaching speeds of up to 70km/h - just one of their many amazing features! Learn more about @CCFCheetahUK and @CCFCheetah, who are dedicated to saving this special species from #extinction <https://bit.ly/CCFvid>

On #internationalcheetahday, I'm campaigning for the Government to commit funding to reduce the #illegalwildlifetrade so we can keep enjoying #cheetahs and #wildlife.

### Video

[https://www.youtube.com/watch?v=wPAxWInI8fo&feature=emb\\_logo](https://www.youtube.com/watch?v=wPAxWInI8fo&feature=emb_logo)

Embed code:

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/wPAxWInI8fo"
frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope;
picture-in-picture" allowfullscreen></iframe>
```



**Infographic**

**INTERNATIONAL CHEETAH DAY**  
**4th DECEMBER**



**THERE ARE FEWER THAN 7,100 CHEETAHS IN THE WILD**  
**THEY FACE MULTIPLE THREATS**



**Human Wildlife  
Conflict**



**Illegal  
Wildlife Trade**



**Habitat Loss**

**Cheetah Conservation Fund (CCF) works internationally to protect the cheetah and those who share the same landscape, including humans**



**Future  
Farmers for  
Africa**



**Livestock  
Guarding Dogs**



**Habitat  
Restoration  
& Eco Fuel**



**Community  
Development  
& Education**



**Illegal Wildlife  
Pet Trade**



**Research**

**THANKS TO CCF, WILD CHEETAHS HAVE  
A CHANCE TO OUTRUN EXTINCTION**



Please visit [www.cheetah.org.uk](http://www.cheetah.org.uk)  
to find out what you can do  
to save the cheetah



**#SaveTheCheetah #IllegalWildlifeTrade  
#InternationalCheetahDay**