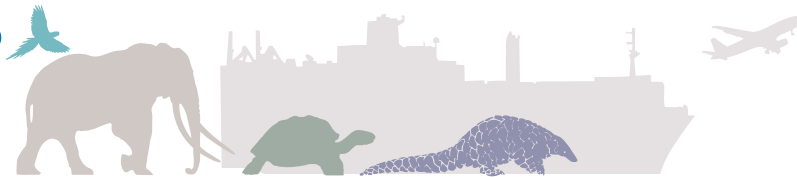


ROUTES

Reducing Opportunities
for Unlawful Transport of
Endangered Species



**WORLD
WILDLIFE DAY**
3 MARCH

ROUTES Communications for World Wildlife Day 2018

Overview:

Date: 3 March 2018

Main Hashtag: #WorldWildlifeDay, #BigCats, #PredatorsUnderThreat, #WWD2018, #DoOneThingToday, #ProtectBigCats

Sponsor Handles: @wildlifeday @CITES @UNDP @UNEP

ROUTES Handles: @ROUTESPartners (Twitter) @ROUTESPartnership (Facebook)

Website: <http://wildlifeday.org>

ROUTES Contact: hallie.sacks@traffic.org

About World Wildlife Day:

The United Nations World Wildlife Day is the global celebration of the many beautiful and varied forms of wild animals and plants on our planet as well as an occasion to raise awareness of the multitude of benefits that conservation provides to both wildlife and people and the plight of many threatened or endangered species. World Wildlife Day is celebrated annually on 3 March.

World Wildlife Day 2018, celebrated under the theme “Big cats: predators under threat”, puts the world’s big cats under the global spotlight for the very first time. These magnificent predators, such as cheetah, jaguar, leopard, lion, puma, snow leopard and tiger, are found in many parts of the world, from Africa to Asia and the Americas.

More information about World Wildlife Day can be found here: <http://wildlifeday.org>

ROUTES

Reducing Opportunities
for Unlawful Transport of
Endangered Species



How ROUTES Partners Can Participate:

World Wildlife Day 2018 is an opportunity for ROUTES partners to help raise awareness of the plight of big cats and show how action from the transport sector can help to ensure the survival of the world's big cat species.

ROUTES has prepared a new video spotlighting how action from the transport sector is helping conserve big cat species for generations to come. Partners can share this video on their social media channels during World Wildlife Day and beyond.

Download video: https://www.dropbox.com/s/4l5ri3fl0bcir5/WWD18_FINAL.mp4?dl=0

YouTube video link: <https://youtu.be/OWFbTiJd4JI>

Sample World Wildlife Day Tweets:

1. Wildlife conservation is a shared responsibility. The transport sector is taking action to protect #BigCats by strengthening efforts to combat wildlife trafficking
#WorldWildlifeDay #WWD2018
2. The transport sector has an important role to play in protecting #BigCats for generations to come #WorldWildlifeDay #WWD2018
3. Did you know that #BigCats are some of the most threatened animals in the world? We're proud to work with @ROUTESPartners to help protect #tigers, #lions, #cheetahs, and #jaguars from trafficking.
4. The global fight against wildlife trafficking is essential for protecting #BigCats

Sample World Wildlife Day Facebook/LinkedIn Post:

1. The global fight against wildlife trafficking is essential for protecting #BigCats. Big cats including tigers, cheetahs, leopards, and lions are some of the world's most iconic species, but their populations are declining at a disturbing rate. In recent years, the transport sector has ramped up efforts to combat wildlife trafficking through new commitments, employee training, awareness raising and strengthened policies.
#ProtectBigCats #WorldWildlifeDay