

In Asia ... magnificent snow leopards are stalked and slaughtered with high-powered automatic rifles. Their pelts, when fashioned into a coat, will fetch upwards of \$30,000 in a Tokyo or Paris boutique.

This blatant disregard for the animals who share our world never ceases to amaze me. How can we be so shortsighted? Why must we be so reckless?

World Wildlife Fund's TRAFFIC program is the only international network working to shut down the illegal trade of wildlife.

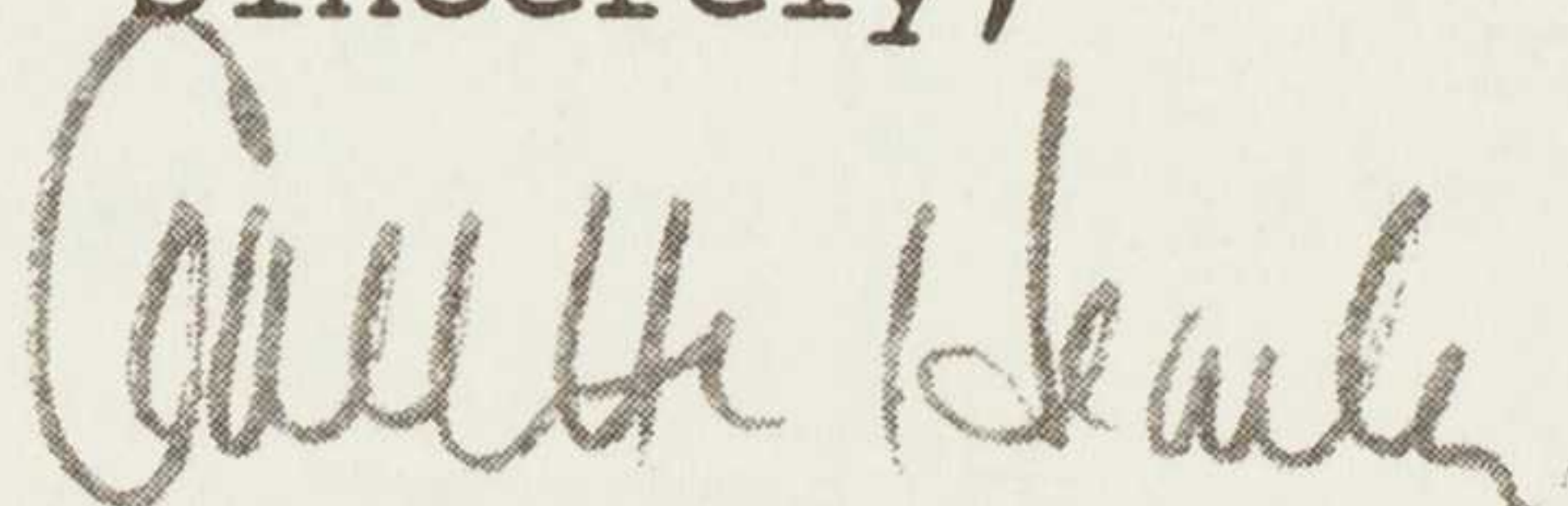
But it cannot go forward without the ongoing support of people like you -- people who understand that there's much more value to wildlife than simply putting a price on its head!

So please, renew your membership in World Wildlife Fund today.

Give us the means we so urgently need to carry our TRAFFIC network forward ... to stop unscrupulous poachers and smugglers ... and to save the earth's most magnificent and rare creatures.

So much is at stake. Please, do the right thing. Renew your membership in World Wildlife Fund today.

Sincerely,



Ginette Hemley
Director, TRAFFIC(USA)