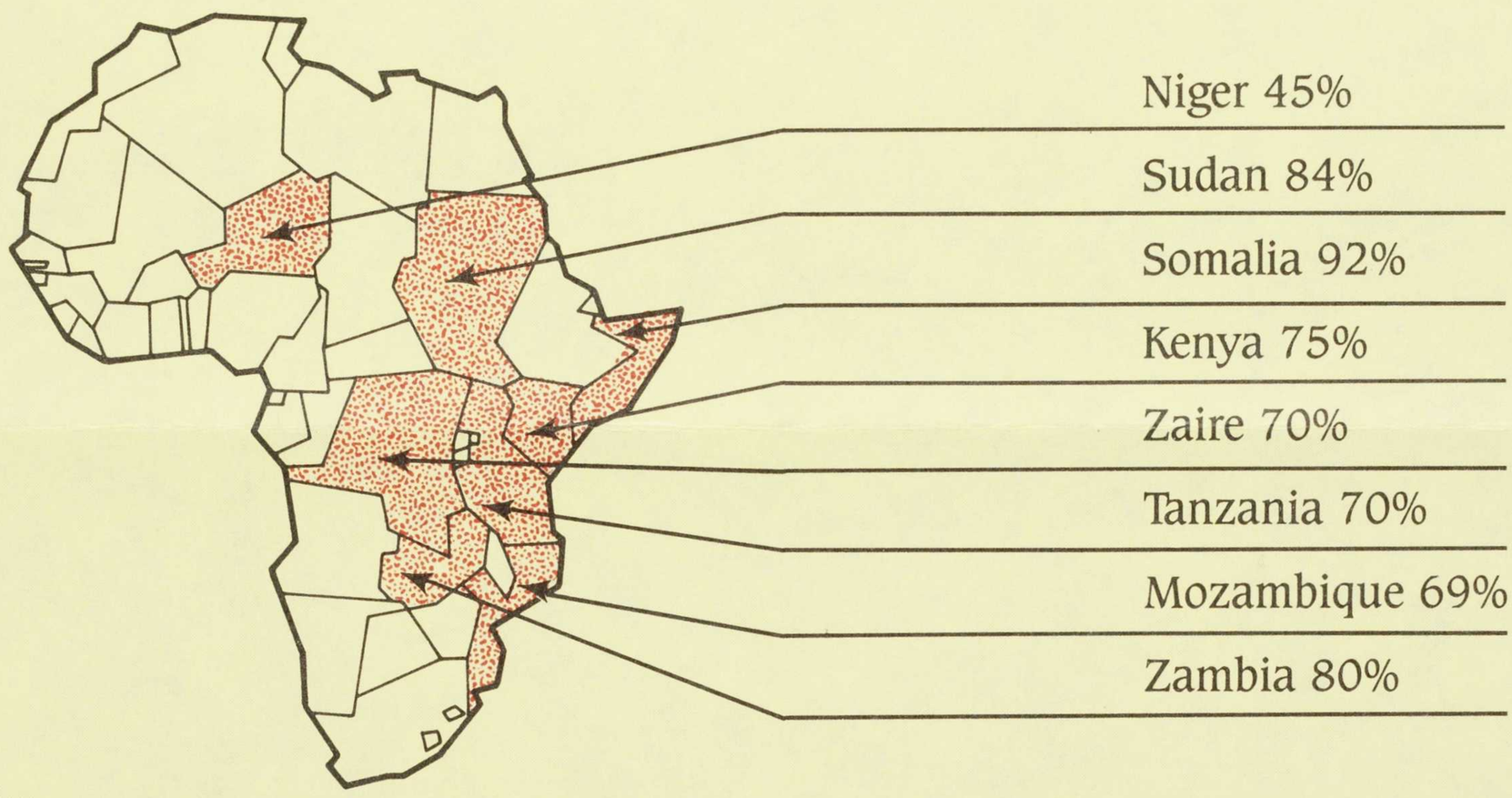
# The Decline of the African Elephant 1981-1989




If present trends continue, the African elephant, the largest animal to walk the Earth since prehistoric times, will come close to extinction in the wild.

Well over half of Africa's elephants have disappeared since 1979 when scientists put their numbers at a minimum of 1.3 million.

In some countries, the losses have been staggering. Sudan has lost 85% of its elephants since 1981, and Zambia 80%. Kenya has lost 85% since 1973.

The extinction of one of Earth's best-loved creatures would be a tragedy in its own right, but the elephant also is an essential link in the ecosystems of Africa's plains and forests.

What's it going to take to reverse that decline and advance the conservation of elephants? Here's what:

Caring people like you are going to have to support *direct, on-the-ground* elephant conservation programs in Africa. Programs like the one World Wildlife Fund has just helped launch in the nation of Zambia.

WWF has joined forces with the U.S. Fish and Wildlife Service to help the Zambian government launch the *Wildlife Species Protection Unit.*

Zambia's Species Protection Unit will focus exclusively on poaching and illegal trade in wildlife products–targeting, in particular the middleman who support the poachers in the bush and market the trophies of their slaughter.

The Fish and Wildlife Service pledged $75,000 to Zambia–half of what the Zambian government determined would be needed to launch the new Species Protection Unit.

WWF has pledged the remaining amount, another $75,000, to be donated by caring WWF members around the world–members like you.

Please help.

Rush WWF the most generous contribution you can in support of Zambia's vitally important Species Protection Unit. Help put a stop–once and for all–to the illegal poaching of elephants and rhinos there.

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