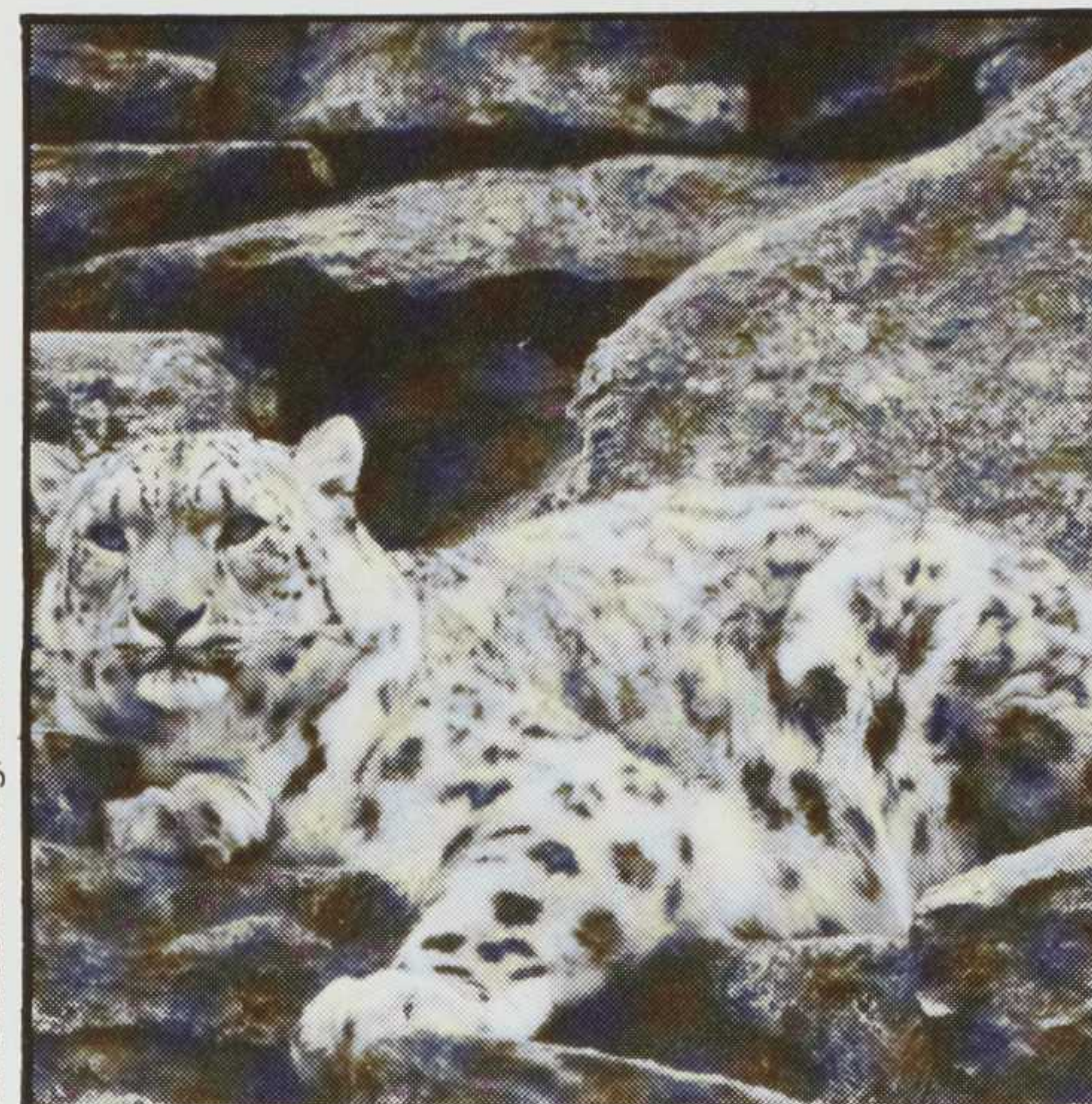


... the route to EXTINCTION!

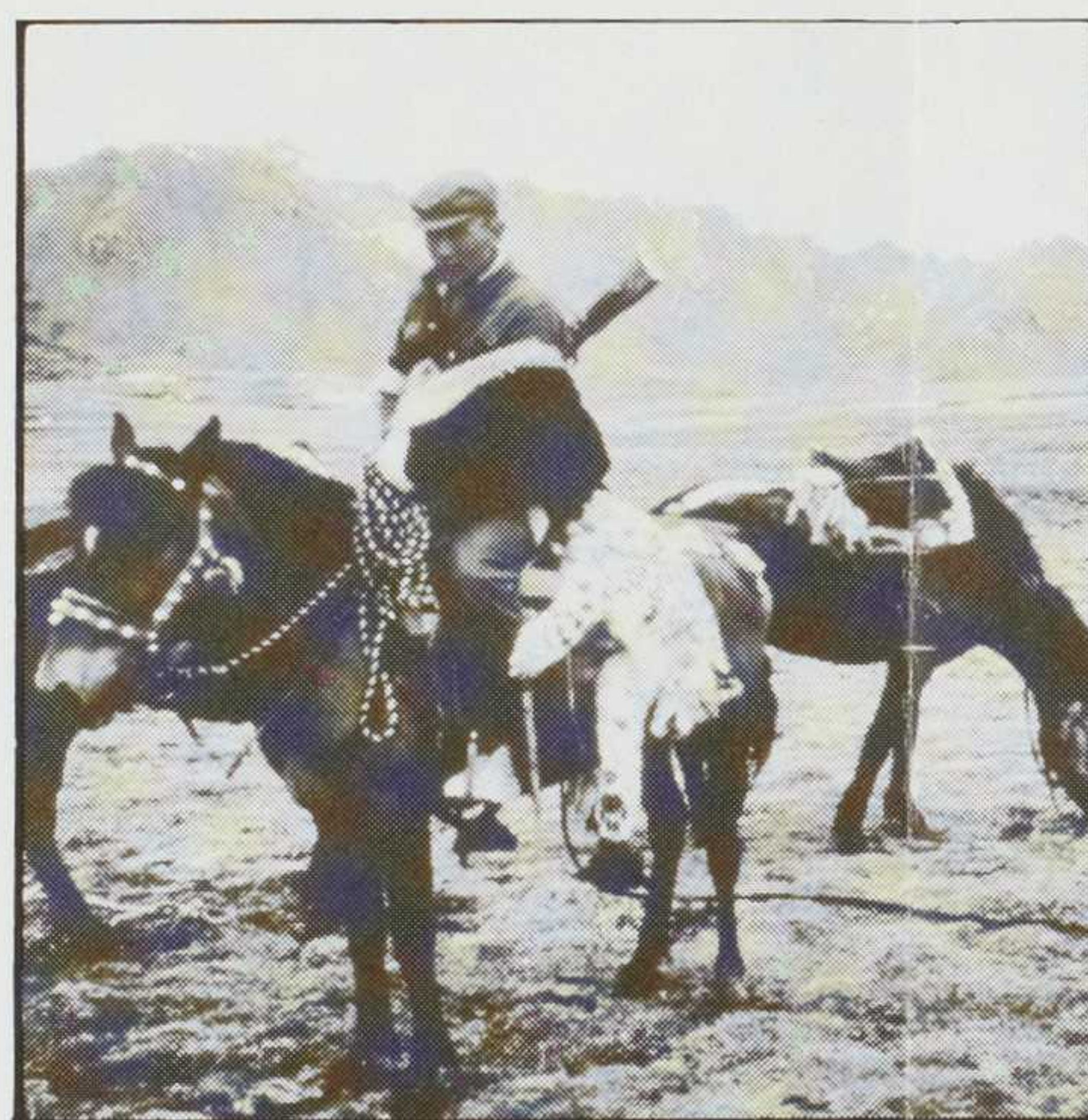
1



Dr. Bruce Bunting/WWF

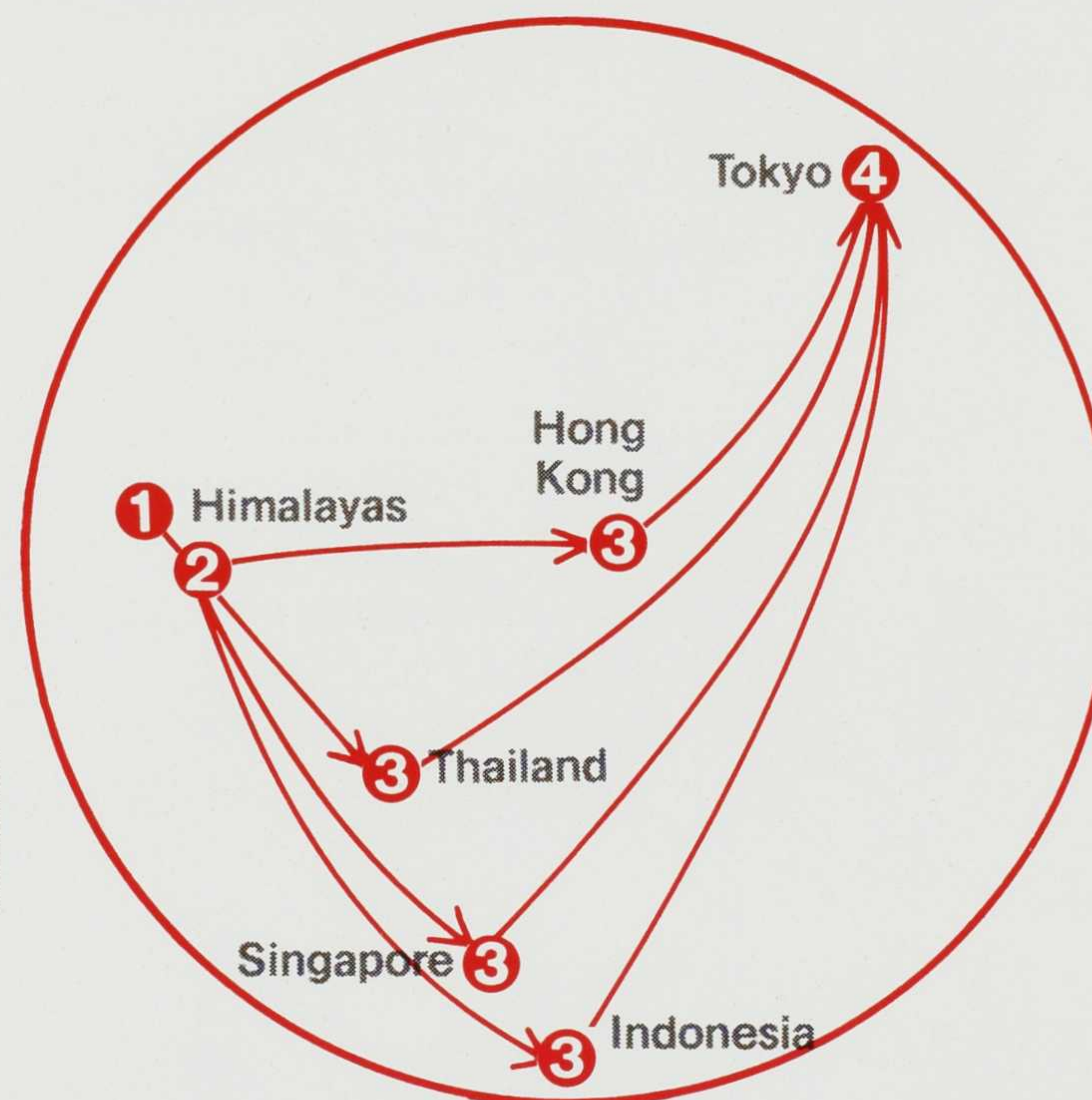
High in the Himalayas, poachers track down and kill the rare, elusive snow leopard for its luxurious cream and grey coat, which is highly sought after on the black market. Then the route to extinction begins . . .

2

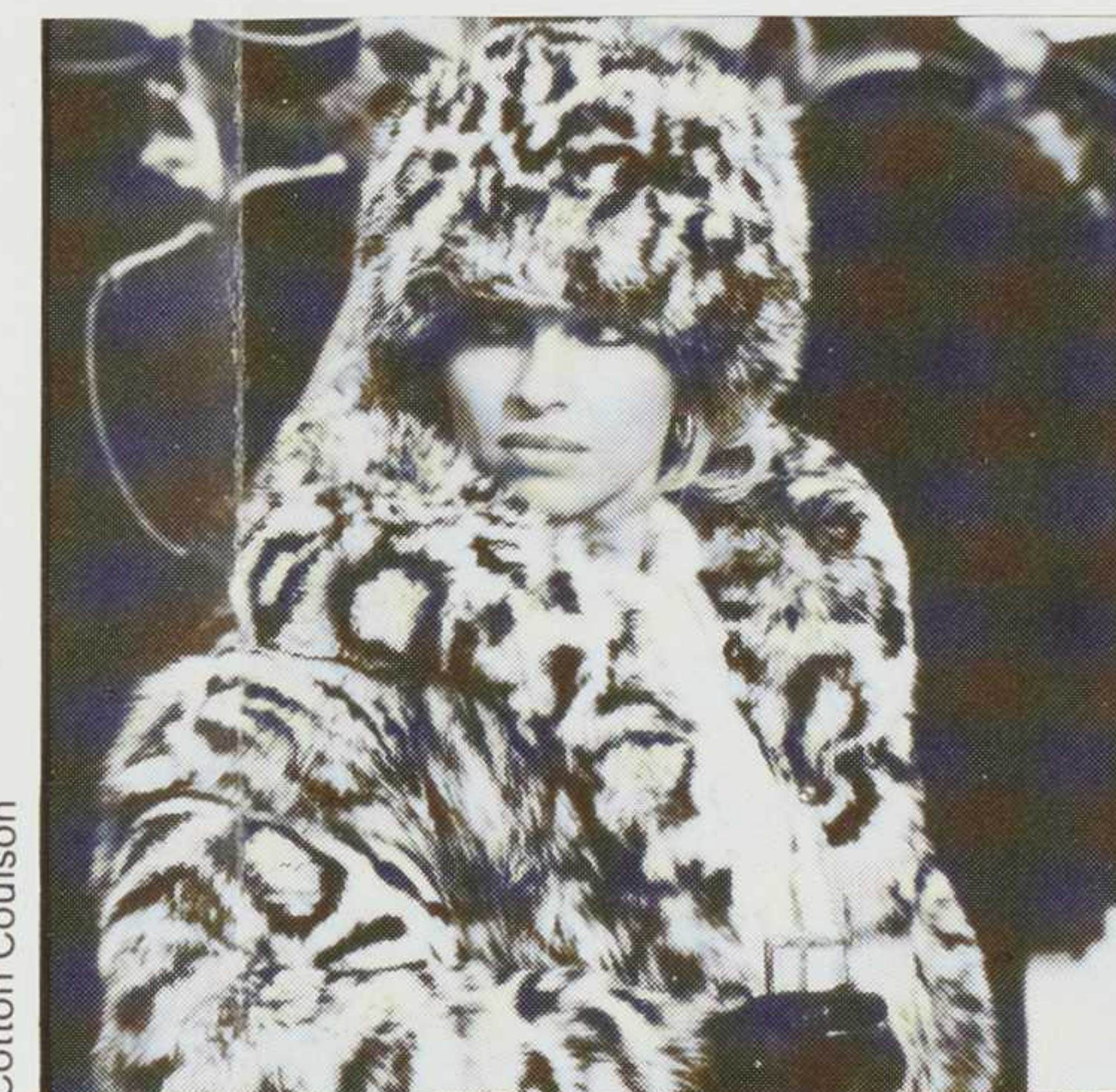


R. Bradshaw

At a nearby village, a dealer willingly pays a handsome price for the pelt, which he can resell on the illegal trade market for far more. Because the profits are so enormous, the snow leopard has been hunted to the brink of extinction.



4



Cotton Coulson

Final Destination: Tokyo, Paris or other fashion centers, where the price tag on a snow leopard wrap begins at \$30,000. A few people get very rich – while the loss for the rest of us is irreplaceable.



© Ib Petersen

3

Singapore, Hong Kong, Indonesia or Thailand – all notorious for their illegal activity in wildlife trade. Black market dealers often count on government officials to turn a blind eye to illegal shipments.

**Help World Wildlife Fund
block this horrifying route
to extinction. See other side
for how your contribution will
go to work immediately to
save wildlife.**