

Blair Drummond Safari & Adventure Park “Save the Rhinos” campaign Fundraising and Awareness raising Initiatives

Blair Drummond Safari & Adventure Park participates in the campaign as a non-EAZA participant.

Fundraising

- Guess the weight of the Rhino horn. £1 per guess
- For Special events, guess the weight of the Rhino. £1 per guess
- 100% of cost of all Rhino Adoptions to go to campaign
- 10% of Profit from Campaign merchandise being sold in shops
- Collection tins located next to tills
- Giving talks to coach groups on coach around reserve containing Rhino for donation to campaign
- All money collected from wishing well over season to go to campaign
- Large mammal keepers doing sponsored sky-dive for campaign
- Charity Fun Day being held in park. Campaign activities on day to be decided. All proceeds to go towards campaign
- Rhino dung to be sold as fertiliser. Percentage profit to go to campaign

Awareness

- “Catch the Poacher Trail” from campaign literature. Using Rhino transport boxes as check points.
- Mail shot to over 3500 schools, nurseries and businesses
- Where appropriate Rhino/campaign information incorporated into School outreach talks and presentations
- Rhinos in main reserve to be trained to be in a particular area of reserve so talks can be given to public regarding Rhinos/campaign. Donation tin to be offered around after talk
- Campaign website linked from our homepage
- General campaign signage /information located around Safari Park



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