

Dear EAZA Tiger Campaign Participants

As you all know the Tiger Campaign has now finished. We at 21st Century Tiger would like to thank you all for all your hard work.

We have had many zoos enquire as to whether they can continue supporting tiger conservation through us, even though the campaign has officially finished. Obviously, we would be delighted to continue working with you all and would therefore like to tell you about our new facility for zoos to continue their link with 21st Century Tiger.

What we will offer your zoo

As with the EAZA Tiger Campaign, 21st Century Tiger will provide the facility for zoos to gain access to regular reports, updates and new pictures from the projects that are funded. Up until now, this has been available to zoos on the EAZA website. From January 2005, zoos will be able to download all this information and more, from the 21st Century Tiger website (www.21stcenturytiger.org). Some of the information, pictures for example, will only be available to those continuing to support us. Zoos will be issued with a password allowing them exclusive access to the secure area on the website and allowing them to download images. All campaign participants have already signed a form undertaking to use the pictures only for education and conservation purposes and to credit the photographers wherever the pictures are used. This agreement remains in force, and any new supporters that did not participate in the EAZA Tiger Campaign will need to sign this form before obtaining access to the secure area on the 21st Century Tiger website.

The certificate system will be continued. However, the targets have been raised because everyone did so well last year! The new awards will be as follows:

BRONZE	£2,000
SILVER	£10,000
GOLD	£25,000
PLATINUM	£50,000

The Euro equivalents will be calculated in January 2005.

The certificates will be redesigned and will have a "new look" so even if you have been awarded one already, you can continue to show people how well your zoo is doing!

The projects

Most of the projects supported during the EAZA Tiger Campaign will continue to be funded by 21st Century Tiger in 2005. This will allow you to remain in touch with the projects you already know and see how they progress. Information on all other projects 21st Century Tiger funds from now on will also be available to zoos and other registered supporters through the website; most are in Russia, Indonesia and India, but at present there is also one in northern China. We will continue to select projects with a variety of activities from anti-poaching and education to ecological research, and we hope that this way there will always be pictures and reports available to you that will appeal to your zoo visitor.

Your next step

If your zoo participated in the EAZA Tiger Campaign and has already signed the agreement for the use of pictures, and would like to continue supporting wild tiger conservation projects through 21st Century Tiger, please send an email to 21stcenturytiger@zsl.org which includes the following information:

- The name of your zoo
- The name of the person who will be the main contact for correspondence with 21st Century Tiger and their email address
- The activities your zoo intends to run in order to raise money and awareness (this information is not essential)
- How much your zoo is aiming to raise over the year (this information is not essential)

Once we have received your email we will issue you with your password for access to the secure area on the 21st Century Tiger website and register your zoo as a supporter.

Transferring funds

All the details for transferring funds remain the same. To help you a little, here they are again:

Account Name: Zoological Society of London
Bank Name and Address: Royal Bank of Scotland, Drummonds Branch, 49 Charing Cross, London, UK

Swift Code: RBOSGB2L
Sort Code: 16 00 38

Account No Euros: ZOSOLO-EUR 1
Account No Sterling: 00 29 40 52 ZSL

IBAN Euro account: GB11RBOS16107010001136
IBAN Sterling account: GB80RBOS16003800294052

We very much hope that you would like to continue supporting 21st Century Tiger. The fundraising efforts of zoos over the last two years has made a real difference and has enabled much valuable work to be undertaken in the field. Using data from the IUCN Cat Projects Database, Sarah Christie estimates that we have added about 7 percent to the total funds available for tiger conservation in the last couple of years. Let's keep up the good work!

We look forward to hearing from you.

Best wishes, Sarah Christie & Naomi McClure

Naomi McClure MSc
Canivores and People Project Co-ordinator
21st Century Tiger Administrator/
Tiger and Amur Leopard EEP Assistant
Conservation Programmes The Zoological Society of London
Regent's Park
London
NW1 4RY, UK
tel: +44 (0) 20 7449 6444 fax: +44 (0) 20 7483 4436 www.zsl.org
e-mail: naomim@zsl.org 21st Century Tiger:
www.21stcenturytiger.org
e-mail: 21stcenturytiger@zsl.org