

17 April 2007

Dear Rhino Supporter,

It's that time of year again! Detroit's annual "Bowling for Rhinos" fundraiser will take place on July 28th at Cloverlanes Bowl in Livonia. Bowling for Rhinos is one of the only nationwide fundraisers for animal conservation that gives 100% of all donations directly to rhino conservation. Zoo Keepers from all over the nation donate their time and skills to run this event so that every penny that we raise can go to the critically endangered rhinos.

Rhino horn is very valuable in the black market for use as dagger handles in Yemen and medicine in Oriental cultures. Because of intense poaching pressure, the only way for wild rhinos to survive is to be protected by armed security forces. This is extremely costly. We also need to protect the rhino habitat for it to survive. Luckily, by protecting the habitat we also protect other animals in the rhino ecosystem, including elephants, cheetahs, and zebra.

Humans have brought rhinos to the brink of extinction, and now it's time for us to bring them back. You can help. Bowling for Rhinos is a very fun event that helps a very serious cause. Participants enjoy bowling, refreshments, and other activities in exchange for collecting donations. Detroit's event is always one of the largest in the nation with over 200 bowlers, and we usually raise close to \$20,000 per year.

Let the public know that your company is behind this cause! There are many ways that you can help out. We are looking for event sponsors, silent auction items, donations, and bowlers. Please see the enclosed sheets and let us know what level is right for your company.

Thank you for your time and thank you for supporting animal conservation at the most critical level. We look forward to hearing from you!

Sincerely,

Barbie L. Wilson
Bowling for Rhinos Coordinator