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## **Press Release**

### **Say “NO” to Bear Bile**

**Hanoi, January 19, 2007** - A new public service announcement (PSA) produced by ENV in cooperation with the Environmental Justice Foundation (EJF) urges consumers to help protect Vietnam’s endangered bears by not using bear bile.

The new PSA aired for the first time at 6:50 p.m. on January 19 just before the national news on VTV1, and will run regularly until the end of February.

The 30 second PSA features a number of Hanoi residents representing a cross section of society each speaking out on the issue:

“Vietnam’s bears are vanishing. Hunting, trading, and consuming of products made from bears are pushing Vietnam’s bears to the edge of extinction.

Help protect Vietnam’s bears before it’s too late. Say ‘No’ to bear bile and products made from bears.

If you observe wildlife being displayed, sold, transported or kept illegally in captivity contact the ENV’s Wildlife Crimes Hotline at 1800-1522”

ENV will also air the new PSA on provincial television stations throughout Vietnam starting in March.

“This is the second PSA that ENV has produced,” says Dang Minh Ha of ENV who helped create the current film. ENV also produced and aired a PSA in 2004 featuring pop star celebrity My Linh urging people to not use bear bile.

This will be the first of a series of films and TV news pieces that ENV will produce in 2007 specifically focused on raising awareness amongst the general public about the plight of Vietnam’s bears and other wildlife threatened by hunting and trade.

ENV wishes to thank the World Society for the Protection of Animals (WSPA) for their generous support in efforts to bring an end to the exploitation and trade of bears and other wildlife.