



EMIRATES' SUPER JUMBO MESSAGE AGAINST THE ILLEGAL WILDLIFE TRADE

News / Airlines



Two **Emirates** A380 jets will take to the skies this week, wearing special livery in support of United for Wildlife, a global collaboration that unites the efforts of the world's leading wildlife charities in the fight against the illegal wildlife trade.

The livery, will feature some of the planet's wildlife threatened by poaching and the **illegal wildlife trade**, aims to raise awareness of the illegal wildlife trade and communicate the need for urgent action.

The Lord Hague of Richmond, chair of the United for Wildlife Transport Taskforce said: "We welcome the efforts and commitment made by Emirates airline to combat the illegal wildlife trade. This is more than just an environmental issue. The illegal wildlife trade is now recognised as a serious and organised transnational crime. It drives corruption, is linked to money laundering and can damage economic development in many of the world's poorest countries and communities. It will take a concerted effort, involving not only effective deterrents against poaching and smuggling, and vigilance in policing and punishing these crimes, but also efforts to increase consumer education to cut demand to protect these animals for the future. "

Sir Tim Clark, president Emirates Airline said: "Many animals, in particular African elephants, rhinos, tigers, and pangolins, are under extreme pressure because of an unprecedented spike in the illegal wildlife trade. The world is in a global poaching crisis, and everyone has to do their part

to stop this, before it is too late. Emirates believes that the global transport industry, including airlines, can play a significant role to break the supply chain of illegal wildlife trade. And at Emirates, we are committing the resources to do our part.”

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