



THE HESC LAUNCHES RESCUED RHINOS @ HESC, AND ANNOUNCES THE 'EYES ON RHINOS' CAMPAIGN

HOEDSPRUIT, South Africa April 9, 2015 – We have partnered with Africam, a long-standing supporter and friend, to launch a new initiative called 'Eyes on Rhinos'.

After the arrival of two poached and now-rehabilitated rhinos (*Lion's Den and Dingle Dell*), and more recently the arrival of our two orphaned baby rhinos (*Gertjie and Matimba*), we have found ourselves facing the immediate **need to establish a rhino sanctuary at the Hoedspruit Endangered Species Centre**. It gives us pleasure to announce the launch of the **Rescued Rhinos @ HESC**.

One of our most **urgent requirements for the success of this facility is a security system**, which will enable us to protect the rhinos (present and future) placed in our custody for care, rehabilitation and a safe haven. The total cost of the security system we require is ZAR5,000,000.00. We are never one to turn from a challenge, as we know that we somehow always find a way through the support of fellow conservationists (both individuals and businesses).

The **Eyes on Rhinos campaign** is a **multi-tiered project with the sole purpose of raising funds for this security system**.

During Phase 1, we aim to bring the two orphaned rhinos to the screens of supporters around the world. This is where Africam comes in. They have installed their **live cam in the young rhinos sleeping enclosure**, and viewers are able to check in real time, 24/7. [Click here](#) to check in on the two youngsters, right now.

Phase two involves raising the **first portion of funding** (ZAR400,000.00) to enable us to kick-start the security installation. Our goal is to reach this point by the **end of May 2015**.

Phase three involves the **final fundraising initiative**, which will facilitate a state of the art system able to monitor the whereabouts of the rhinos and link our network of custodians and security personnel around the clock.

While the total cost seems extraordinary and is certainly out of the reach of most of our supporters around the world, we have initiated **The Hundred Challenge**. We believe that if each rhino enthusiast pledges as little as ZAR100 (the equivalent of less than US\$10, Euro10 and GBP6), we could see a wave of support which would quickly reach the desired project deliverable.

Help us to protect our rhinos by pledging your financial contribution, or by stimulating awareness within your own networks. **Every person counts. Every person makes a difference.**

[Click here](#) to access our online donations portal, where you can rise to *The Hundred Challenge* (or make any contribution which sits comfortably with you).

[Click here](#) to watch an amazing clip of young Gertjie and Matimba, now inseparable and of great comfort to one another.

[Click here](#) to like us on Facebook, where we share frequent stories and updates on our rhinos.

Yours in Rhino Conservation
The HESC Team

Press released, as distributed by Africam

HOEDSPRUIT, South Africa March 16, 2015 – A young orphaned rhino whose mother was killed by poachers is playing big brother to a baby rhino that has just endured the same tragic loss.

Orphaned baby rhino Gertjie, affectionately known as "Little G" was rescued in May, 2014 after his mother was poached for her horn. He was left alone and defenceless at only 3 months old. He was brought to the Hoedspruit Endangered Species Centre (HESC), that specializes in the treatment of both orphaned and injured animals, and has been under their care ever since. In November, 2014 baby rhino Matimba fell victim to the same crime when his mother was also killed for her horn. Matimba was brought to HESC to be cared for and rehabilitated just like Little G. What no one expected was that the one in charge of his rehab would be Little G himself.

Little G has only just turned one, but you would never know it seeing how he looks after Matimba, now five months old. The two rhinos are inseparable. From their meals, morning walks, mud baths and endless playtime with their toys (which include a set of full size truck tires) they do absolutely everything together. Little G has shown Matimba the ropes, and made the adjustment to life at the centre much easier than it was for him. He leads by example and obviously possesses some unique communication skills that we humans do not. He is extremely protective of Matimba, and will not let him out of his sight.

The global rhino poaching crisis has reached an all-time high with 1215 rhinos poached in South Africa alone during 2014. These senseless killings often result in orphans like Little G and Matimba, so HESC has expanded its facility to accommodate them and launched a new security initiative called "Eyes On Rhinos". The programme includes in its first phase a security camera with night vision and sound that streams live video from the little rhinos' bedroom. In order to raise awareness and allow the world to also keep a watchful eye on Little G and Matimba, HESC is broadcasting this camera live on the web in partnership with [africam.com](#). Viewers can check in on the two rhinos daily to see what they're up to and how their rehab is going. They can also connect to the HESC donation portal and contribute directly to the care and security of the orphans.

All funds raised through the "Eyes On Rhinos" program are channeled directly into the security upgrade of the Rescued Rhinos @ HESC (Hoedspruit Endangered Species Centre), South Africa.

For further information, or to get involved, please contact **Laura Smith**

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Ends./

For editors:

The Hoedspruit Endangered Species Centre focuses on the conservation of rare, vulnerable or endangered animals.

The Centre is actively involved in:

- The breeding of endangered, vulnerable or rare animal species
- The release and establishment of captive-bred cheetahs to the wild
- The treatment and rehabilitation of orphaned or injured animals which are brought to the Centre
- The education of learners, students and the general public in conservation and conservation activities
- Eco-tourism
- A hands-on Student's Programme to conservation and adventure enthusiasts from around the world.

For more information, visit www.hesc.co.za, or contact 015 793 1633

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