

From: Richard Kahn <[REDACTED]>

To: Jeffrey Epstein <jeevacation@gmail.com>

Subject: Fwd: New WildAid PSAs released in London at Illegal Wildlife Trade Conference

Date: Fri, 14 Feb 2014 20:48:09 +0000

Inline-Images: FA9DC391-DEEE-4656-8B6F-CD2E237607F3.png; 2EAE686E-66D9-4F6F-9A16-0B762243DA8C.png; 828EFA76-07E2-4A9A-8C14-58A5A53031CD.png; Screen_Shot_2014-02-13_at_4.33.13_PM[1].png; Screen_Shot_2014-02-13_at_4.34.53_PM.png

Richard Kahn
HBRK Associates Inc.
575 Lexington Avenue, 4th Floor,
New York, New York 10022
tel [REDACTED]
fax [REDACTED]
cel [REDACTED]

Begin forwarded message:

From: John Baker <[REDACTED]>

Subject: New WildAid PSAs released in London at Illegal Wildlife Trade Conference

Date: February 14, 2014 3:27:48 PM EST

To: [REDACTED]

Hi Richard,

With thanks for the generous support from Jeffrey Epstein and Enhanced Education, we launched our two newest rhino horn PSAs in London yesterday. Jackie Chan joined Peter and May in London for the release announcement. While there's still more to come, below are some of the highlights so far. Please feel free to share this email.

WildAid Ambassadors Unite, Prince William meets Jackie Chan



WildAid's newest ambassador, The Duke of Cambridge, meets our first ambassador, Jackie Chan, who has been working with WildAid since 1997 with Peter Knights and May Mei (WildAid China Chief Representative) looking on.

Prince Charles cited WildAid as an example for addressing demand - "the most significant problem in my view."



In his speech, **Prince Charles described WildAid's shark fin campaign as a "potent example - a success story that so urgently needs to be replicated."** Please see below the full excerpt from his speech at The London Conference on the Illegal Wildlife Trade, Lancaster House, London - 13 February 2014.

TV INTERVIEWS



Jackie and Peter on the set at SkyNews with Sarah-Jane Mee.

SkyNews: <http://news.sky.com/story/1211128/princes-join-leaders-to-stop-illegal-animal-trade>

CCTV: <http://www.youtube.com/watch?v=Vw1xRRbXEpE>

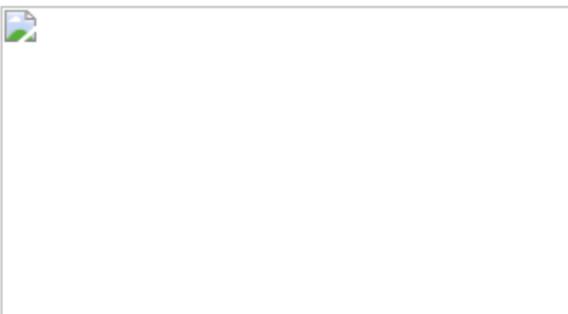
BBC News Asia: <http://www.bbc.co.uk/news/world-asia-26171121>

AFPTV: <http://en-maktoob.news.yahoo.com/video/jackie-chan-says-stop-buying-192038540.html>

CNN: <http://www.cnn.com/video/data/2.0/video/world/2014/02/13/ctw-wildlife-poaching-jackie-chan-intv.cnn.html>

BBC World Service (radio): <http://www.bbc.co.uk/podcasts/series/wbnews>

THE PSAs



'Whole World' 30s - English

<http://www.youtube.com/watch?v=xjMRURFab1I>

'Whole World' 45s - English

<http://www.youtube.com/watch?v=dk2lqX4PS6o>

'Whole World' Behind the Scenes

<http://www.youtube.com/watch?v=3f84j6-QYoA>



'Tools of the Trade' - English

<http://www.youtube.com/watch?v=OC3nFiKjluM>

'Tools of the Trade' Behind the Scenes

<http://www.youtube.com/watch?v=RKLSrprvf6k>

PRESS

We received extensive coverage in the written/online press:

The Guardian

Jackie Chan: Chinese attitudes to illegal wildlife products are changing

Martial arts film star and WildAid ambassador believes there is a generational change in views on ivory and rhino horn

<http://www.theguardian.com/environment/2014/feb/13/jackie-chan-chinese-attitudes-illegal-wildlife-products-change>

The Telegraph

Jackie Chan interview: 'They served me shark fin soup and I said no way'

<http://www.telegraph.co.uk/news/worldnews/asia/china/10635496/Jackie-Chan-interview-They-served-me-shark-fin-soup-and-I-said-no-way.html>

The Guardian

Prince Charles: world must 'attack demand' for illegal wildlife products

Prince of Wales addresses delegates from about 50 countries at summit to tackle threat to endangered species

<http://www.theguardian.com/environment/2014/feb/13/prince-charles-attack-demand-illegal-wildlife-products>

Express

Prince William makes impassioned plea to save endangered species from poachers

<http://www.express.co.uk/news/royal/459446/Prince-William-makes-impassioned-plea-to-save-endangered-species-from-poachers>

The Times

Chan sees double on meeting the Duke

<http://www.thetimes.co.uk/tto/environment/article4005239.ece>

Vice

Protecting Wildlife Means Educating Humans: An Interview with Jackie Chan

<http://motherboard.vice.com/blog/protecting-wildlife-means-educating-humans-an-interview-with-jackie-chan>

EXCERPT FROM SPEECH BY HRH PRINCE OF WALES, PRINCE CHARLES

The London Conference on the Illegal Wildlife Trade, Lancaster House, London, 13th February 2014

Today, the government leaders assembled here will sign "The London Declaration", committing to several bold new steps forward, including new pledges to address what is **the most significant problem in my view – that of demand for and consumption of specific products from critically endangered wildlife**. Most recently, demand from Asia – particularly China – has fuelled the trade, but we also know that the United States and Europe are contributing to it.

Frequently, I hear policymakers and others say that demand for wildlife products is the most difficult part of the equation to solve – in effect throwing up their hands in despair and concentrating the bulk of their efforts on law enforcement. As vital as strong enforcement is, we can – indeed we must – attack demand. It has been done before and done successfully.

All we need do is look at the example of shark fin soup to see that the combination of public awareness campaigns, plus government action, can reduce demand significantly – and rapidly. Late in the last decade, an aggressive public campaign led by WildAid and Chinese athlete Yao Ming – combined with government bans on the use of shark fin soup at government functions – caused a dramatic drop in public demand for the product. Several surveys completed after these actions were taken showed that 80-85 per cent of those in major cities in China had reduced consumption – or completely stopped consuming – shark fin soup.

This is a potent example – a success story that so urgently needs to be replicated. I could only urge all of the representatives present today to put an especially sharp focus on the commitments made to reduce demand – and to look for additional ways to address the problem.

Thanks again for your support!

-- John



