



Friday 11th AUGUST 2017 – UNDER EMBARGO

Say Hello in Elephant this World Elephant Day

For the first time, human words and emotions can be translated into elephant calls that signal similar emotions or intentions. www.helloinelephant.com

A new campaign led by the David Sheldrick Wildlife Trust (DSWT) will allow people to send a message to their friends and family in the Elephant Language. The campaign will launch for World Elephant Day, 12th August 2017.

Elephants have one of the richest repertoires of communication and are amongst the most emotionally sophisticated animals on the planet. They demonstrate humour, compassion, cooperation, self-awareness, joy and grief – elephants, humans and Neanderthals are the only known animals to participate in death rituals. Their complex language however, is endangered along with the species. By inputting a phrase by voice, text or emoji at www.helloinelephant.com, people will see a video of an elephant communicating the same greeting or emotion back to them. The video can be immediately shared with friends via Facebook, WhatsApp and Twitter to help raise awareness of the elephants' plight.

The Hello in Elephant campaign has been developed in partnership with ElephantVoices, using its founder and esteemed conservationist Dr Joyce Poole's research into elephant communication and behaviour, which has been conducted over her 40-year career, working with and studying elephants.

Joyce Poole, founder of ElephantVoices expressed: "Elephants are awe-inspiring and every moment in their company brings joy. Unlocking their rich emotive communication and gaining deeper insight into their world is fascinating. Yet, elephants and their habitats are under assault, and we urgently need to change hearts and minds."

HelloInElephant.com translates human phrases that fit with elephant communications sounds into elephant calls. Key translations include the following:

ELEPHANT CALL	EXAMPLE HUMAN TRANSLATION
Hello / Greetings	Hello, good evening, good day, welcome
Casual Hello / Hi	Hey, hi, Yo
How are you?	How are you? You alright?
Love / Affection	I love you, xoxo
Male Flirting/Sexual	Hey girl, beautiful, darling
Female Flirting/Sexual	Hey handsome, charming
Playful / Cheeky / Silly	Haha, dance, funny
Rage / Fury	I'm furious, mad, tantrum
Annoyed / Frustrated / NO	No, stressed out, on my nerves
Celebrate / Super Playful	Cheers, Woohoo, yahoo, let's party, awesome
Let's go	Let's go. Come on
Scared / Fearful	Afraid, I'm worried, dreading
Unhappy / very distressed	Sad, misery, distressed, embarrassed
Begging / Pleading	Please, ask, beg
OK / yes / I'm here	Ok, Yes, alright, yep, good, sure thing
Fighting	Hate, Grrr, push, punch, brawl
Hungry	Hungry, famished, starving

Angela Sheldrick, Chief Executive of the David Sheldrick Wildlife Trust, commented: “We hope this campaign will inspire budding elephant ‘conversationalists’ to become elephant conservationists by supporting The David Sheldrick Wildlife Trust (DSWT) and our campaign partner ElephantVoices, to help us to continue our vital elephant protection projects.”

Born from the Sheldrick family’s passion for Africa and its wilderness, the David Sheldrick Wildlife Trust is today the most successful orphan-elephant rescue and rehabilitation program in the world and one of the pioneering conservation organisations for wildlife and habitat protection in East Africa.

Elephants are in increased danger of extinction due to poaching and habitat loss. There were over 10 million African elephants in the early 20th century, now there are less than 400,000. By 2025, scientists predict there could be only 190,000 left.

Angela Sheldrick continued: “Africa’s wildlife is being pushed to the brink of extinction. The lucrative illegal ivory trade is killing up to 70 elephants a day, human-wildlife conflict is leaving behind injured and orphaned wild animals that would not survive without intervention and habitat destruction is endangering important biodiversity areas. Through this campaign’s celebration of this magnificent animal, we hope to raise more awareness of the elephant’s plight and funding for elephant rescue and conservation projects.”

To say hello in elephant or to donate go to www.helloinelephant.com.

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About The David Sheldrick Wildlife Trust

The David Sheldrick Wildlife Trust (DSWT) works at a field level in Kenya for the protection and conservation of wildlife and wild habitats.

The DSWT was founded in 1977 by Dr. Dame Daphne Sheldrick, DBE in memory of her late husband David Sheldrick. David was the founding warden of Kenya's first and largest wildlife refuge, Tsavo National Park and a leader in wildlife conservation. Daphne's involvement with wildlife has spanned a lifetime and she is now a recognised authority on the rearing of wild animals and the first person to identify the milk formula and husbandry necessary for raising milk dependent elephants and rhinos.

The DSWT's achievements to date include:

- Pioneered hand-raising orphaned baby elephants, including discovering the formula of milk that best replicates an adult female's.
- The DSWT has successfully hand-reared over 200 orphaned infant elephants through our Orphans' Project, proudly named the most successful elephant orphanage in the world.
- More than 100 orphaned elephants are now living a wild life, with 25 known wild born babies. Through our Anti-Poaching Teams operated with the Kenya Wildlife Service (KWS), we have made over 1,400 arrests and removed in excess of 140,000 snares.
- The DSWT/KWS Mobile Veterinary Units and Sky Vet treated more than 452 injured wild animals including 212 elephants in 2016 alone.
- Up to 1,000 hours flown annually by our Aerial Surveillance Unit to deter and prevent illegal activity.

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