

Elephant Parade

London 2010

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Elephant Parade - Fact sheet

About

Elephant Parade is a large scale outdoor art exhibition of baby elephant sculptures, displayed in major cities around the world. It is an innovative fundraising and awareness campaign that shines a multi-coloured spotlight on the urgent crisis faced by the endangered Asian elephant. Created to support leading charity Elephant Family, each elephant is a unique piece of art painted by renowned artists and designers. organisations.

Web site www.elephantparadelondon.org

Enquiries 020 7580 3184

Mission

Elephant Parade's mission is to become the world's largest financial support organisation for elephants. Elephant Family has been campaigning for the conservation of the Asian elephant since 2002, and is the only UK charity dedicated solely and exclusively to saving the Asian elephant from extinction in the wild. With this new project it aims not only to raise public awareness and gather signatures for a government petition (a copy of the full petition can be requested), but also to raise vital funds for conservation projects in Asia.

Elephant Parade London 2010

The London Elephant Parade will run from May to July 2010 and will be London's biggest outdoor art exhibition. With an estimated audience of 25 million, the campaign is aiming to raise over £1 million for the endangered Asian elephant, will benefit more than 15 UK conservation charities, and more than ten projects in Asia.

The event will see over 250 brightly painted elephants located over central London throughout May and June 2010. Each model elephant will be decorated by a different artist, designer or celebrity, and will brighten and beautify the city, enhancing every park, street corner and building they grace.

In July, these elephants will be auctioned by Sotheby's at a glittering event, to be held in central London.

Elephant Parade London 2010 is supported by a host of luminaries from both the political and cultural arenas. Supporters include Boris Johnson and the Greater London Authority, prominent artists and well-known personalities

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such as The Duchess of York, Stephen Fry, Joanna Lumley, Goldie Hawn, Rula Lenska and actor Michael Palin.

History

The Elephant Parade was founded by father and son Marc and Mike Spits in 2007, the year that the first parade was held in Rotterdam.

Marc was inspired to create the Elephant Parade after meeting Soraida Salwala whilst on holiday in Thailand in 2004. Soraida is the founder of Friends of the Asian Elephants (www.elephant-soraida.com), which runs the first elephant hospital in the world. Located in Lampang, Soraida's mission is to help and cure elephants which are injured or suffering from disease and illness. Realising that they were in desperate need of funds, Marc, together with his son, initially founded the Elephant Parade to help raise money for Friends of the Asian Elephants.

The Elephant Parade proved to be hugely successful. The first three editions of the Elephant Parade, held in Holland and Belgium, raised over €1,600,000 and the parade has now gone global with events planned in India, Denmark, Italy and Singapore.

Today, funds raised by Elephant Parades across the world are donated to the Elephant Family, the largest elephant charity in the world.

Quotes

Boris Johnson

"Bring on the elephants! Elephant Parade is a brilliantly innovative way of using public art to benefit conservation. Not only will the parade brighten London's streets and enhance our public spaces, it will play a vital role in building a new generation of conservationists"

Goldie Hawn

"Asian elephants captured my heart many years ago. Anyone who loves elephants, and I do, will love Elephant Parade. It is not only the most beautiful, colourful and fun campaign, it also holds the key to saving the majestic species from extinction. I am a proud Patron of Elephant Family; their hearts are in the right place, doing the good work. I urge everyone to support them by getting involved with Elephant Parade. What a magical adventure with a real purpose."

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Joanna Lumley

"Elephants are our canaries down the coalmine, when they're gone, so are we, so get behind this brilliant campaign"

Michael Palin

"Elephant Parade is ambitious, good fun and exactly the right message."

Key Artists and Designers

Some of the UK's finest artists and designers are proud to be sponsoring and painting an elephant. They include:

Marc Quinn • Alice Temperley • Peter Beard • Chintan Upadhyay • Diane von Furstenberg • India Jane Birley • Isaac Mizrahi • Jack Vettriano • John Rocha • Johnny Rocket • Jonathan Yeo • Julien MacDonald • Lily Lewis • Lulu Guinness • Nicky Haslam • Nina Campbell • Prince Michael of Kent • Rina Banerjee • Andrew Logan • Tommy Hilfiger • Tord Boontje • Faiza Butt • Gordon Murray • Sacha Jafri • Jitish Kallat

Where can I see these elephants?

The elephants will be located in streets, parks and squares right across Central London at some of London's leading landmarks, throughout May and June 2010. A route map will be available in April.

The location wish-list includes:

The Scoop, Tower Bridge area, Berkley Square, The Royal Parks, Carnaby Street, Marble Arch, The Southbank, Soho Square and Cleopatra's Needle.

Founding Trustee

Mark Shand

Mark Shand founded the Elephant Family in 2002, after travelling across India on his beloved elephant, Tara. Having written two prize winning books related to Asian elephants – *Travels on My Elephant* and *Queen of the Elephants* – he went on to author and present several documentaries on Asian elephant conservation, including *Jumbo Jamborees* and *India Diaries*. He is passionate about elephants and, through the Elephant Family, is fighting for their survival.

Patrons

Ms Tanaz Dizadji

Born in Iran, Tanaz has lived in London since childhood. She attended the University of Warwick graduating with a BSc in Accounting and Finance and, upon leaving, joined PricewaterhouseCoopers. She is director and Co-

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founder of Arise Pictures, a dynamic new film entertainment company specialising in the development, implementation, marketing and management of film and TV investment funds and the production and development of talent driven films and TV programs for a global audience. Tanaz is fast becoming one of London's leading philanthropists and is the most recent member of the Elephant Family, having joined as a patron in 2009.

The Duchess of York

The Duchess is a long-standing patron of select charities, including Elephant Family. Much of her time is spent travelling to aid missions around the world, whilst running the Sarah Ferguson Foundation which promotes education and wellness worldwide. She has supported Elephant Family since its inception and officially came on board as a trustee in 2007.

Sir Evelyn de Rothschild

British financier and member of the prominent Rothschild family, has been actively involved in charitable organisations throughout his career and was knighted in 1989. He has worked tirelessly on behalf of the Elephant Family since 2002.

Ms Goldie Hawn

One of Hollywood's best loved actresses, Goldie Hawn has enjoyed an acting career spanning over 40 years. She has been nominated for two Emmy Awards and two Oscars and is best known for her film roles in Private Benjamin and First Wives Club. Goldie has been a patron of the Elephant Family since 2002.

Sir George Martin CBE

Often referred to as the 'fifth' Beatle, Sir George is a renowned record producer, arranger and composer. He is the current chairman of the Associated Independent Recording Studios (AIR) and was knighted in 1996. He has championed the Elephant Family since 2002.

Partners

SalesForce.com

100 strong volunteer team and the latest database technology

Eco Movers

Free Eco-friendly haulage via 12 tonne electronic trucks

Farrow and Ball

Free eco friendly paint for the artists

Olswang

Free legal work

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Sotheby's

Henry Wyndham, Chairman of Sotheby's London is designing and hosting the auction free of charge

Sponsors

Elephant Parade sponsors are made up of a diverse pool of supporters from both the business and philanthropic London network. Key partnerships include **Farrow & Ball** who are donating all the paint and haulage company; **Eco Movers** who are handling the logistics of the event.

A list of philanthropic individuals and businesses are below:

Philanthropists:

Richard Caring • Ashwan Khanna • Ben Elliot • Ben Goldsmith • Bipin Desai • Brian Hadfield • Clement Wilson • David & Jayne Alexander • David Ker • Sir David Tang OBE • Duncan McLaren • Gaurav Burman • Geoffrey Kent • The Hon Harry Fane • Helen Newman • James Osbourne • Jan Mol • Joanna Lumley • Keith Wilson • Lalit Modi • Lekha Poddar • Mackenzie Thorpe • Mark Lloyd • Matthew Fleming • Max Konig • Mitch Freeman • Nathalie Gouraud > Nazli Jafferjee • Poonam Bhagat Shroff • Priya & Cyrus Vandrevala • Rajav & Komal Wazir • Sir Evelyn de Rothschild • Simon Reuben • Keith Wilson • Sunetra Atkinson

Corporate:

Aylesfords, Abercrombie & Kent, Audi, Asahi Beer, BlackRock, Burlington Arcade, Chang Beer, China White, Clonakilty Chamber of Tourism, Disney Theatrical, Easy Space, Hamiltons, Hasbro, The Hempel Hotel, The Indian Premier League, Issa, The Leela Palaces, Hotels and Resorts, The London Planning Practice, Prime Development, Lotus Arts de Vivre, Mystic India, The Oakmayne Group, OKA, Olswang, Le Pain Quotidien, Pink Elephant Rose, Post & co, Quintessentially, Salesforce.com, Savills, Shaftesbury, Shaun Smith +co, Tell Tale Travel, Thai Airways, Topps Tiles, U'Luvka Vodka

Who benefits from the Elephant Parade?

Over 15 UK conservation charities are also benefitting from the Parade. Money raised from the Elephant Parade will go towards aiding the projects run by these partners, which aim to secure the immediate and long term survival of the Asian elephant population. These include:

Animals Asia Foundation
The Aspinall Foundation
Born Free Foundation
Elephant Nature Foundation

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Fauna and Flora international
IFAW – International Fund for Animal Welfare
Jim Corbett Trust
Orangutan Foundation
The Royal Parks Foundation
Sanskara Development Fund
Save the Rhino International
SOS – Sumatran Orangutan Society
Traffic
WFN – Whitley Fund for Nature
Wildlife Protection Society of India
World Land Trust
WWF

Below are some examples of how the funds raised by the Elephant Parade will be utilised:

THE WILDLIFE TRUST OF INDIA (WTI)

The Wildlife Trust of India is a non-profit conservation organisation, committed to urgent action that works towards the protection of India's wildlife. It was formed in November 1998, in response to the rapidly deteriorating condition of the country's wildlife, with a mission to conserve nature, especially endangered species and threatened habitats, in partnership with communities and governments. The principal concerns of WTI include crisis management and provision of quick, efficient aid to individuals, species or habitats that require it the most. In the longer term it hopes to achieve, through proactive reforms, an atmosphere conducive to conserving India's wildlife and its habitat. Within just over a decade, WTI has made significant innovative and pioneering contributions in wildlife conservation, making it one of India's key wildlife NGOs.

Elephant family has been supporting WTI since 2007 to secure a 2,200 acre wildlife corridor in southwest India, providing a lifeline between two protected reserves for 6,500 elephants, the largest remaining population of elephants in the world. Support has also been provided for a project to prevent trains from killing elephants in Assam.

Funds raised from the Elephant Parade will help elephant family to establish a deeper alliance with WTI, which will see the final stages to secure the 2,200 acre corridor completed, the restoration of further wildlife corridors, and the development of any other activity to save India's elephants.

<http://www.wti.org.in/>

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WILDLIFE PROTECTION SOCIETY OF INDIA (WPSI)

This nationally recognised NGO was founded in 1994 by Belinda Wright, its Executive Director, who was an award-winning wildlife photographer and filmmaker. From its inception, WPSI's main aim has been to bring a new focus to the daunting task of tackling India's growing wildlife crisis. It does this by providing support and information for authorities who are combating poaching and the escalating illegal wildlife trade. It has now broadened its focus to deal with human-animal conflicts and provide support for research projects.

Elephant family has been supporting WPSI's "Corridor to Survival" project to reduce the effects of habitat fragmentation, create viable elephant corridors and reduce the intensity of human-elephant conflict in eastern India.

Funds raised during the Elephant Parade will help purchase land for corridors, construct water bodies, regenerate elephant feeding sites, raise awareness, and secure support for elephants during their migration.

<http://www.wpsi-india.org/>

HUTAN

A French grassroots NGO, Hutan is working to develop and implement innovative solutions to conserve wildlife in Sabah, Malaysia, and was established in 1996.

In 2001 Hutan set up the "Elephant Conservation Unit" with a group of villagers to contribute to the long-term survival of the Kinabatangan elephant population by restoring more harmonious relationships between the local communities and the elephants.

Funds from the Elephant Parade will help further the Unit's work to protect one of the most important elephant populations of Borneo, by providing a greater understanding of elephant raiding activities, raising awareness and involving the local community in efforts to reduce their conflict with elephants.

DANAU GIRANG FIELD CENTRE

This field centre is a collaborative research and training facility managed by Cardiff University and Sabah Wildlife Department, and is located within the Lower Kinabatangan Wildlife Sanctuary in Sabah, Malaysia. Since 2008 it has been conducting research on the genetics and demographics of the sanctuary's mammal species, mainly in collaboration with the NGO Hutan, as

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well as several other organisations. It also provides facilities for field courses and training in biodiversity assessment.

Proceeds from the Elephant Parade will help establish the Bornean Elephant Research Project. Through satellite-tracking, behavioural observations and non-invasive genetic analysis, information will be gathered on the social behaviour and mating strategies of the Bornean elephant. The aim is to contribute to the long-term conservation of the species in Borneo by providing this information to the Sabah Wildlife Department, to help them to develop their management plan.

<http://www.cardiff.ac.uk/biosi/facilities/danaugirangfieldcentre/index.html>

VETERINARY SOCIETY FOR SUMATRAN WILDLIFE CONSERVATION (VeSSWiC)

This is currently the only organisation in Sumatra providing veterinary services to Sumatra's captive elephant population. This captive population has been increasing as the Indonesian government deals with 'rogue' elephants – which cause conflict with people – by capturing and moving them into 'Conservation Centres'.

Elephant Family does not support the capture of wild elephants as a solution to human-elephant conflict. However it has been supporting VeSSWiC's Elephant Health Care Programme to provide better welfare for those that are already in captivity. This is implemented across six Conservation Centres with a team of vets that specialise in providing ongoing elephant care. A community-based project is also being developed to reduce human-elephant conflict, and both initiatives will benefit from the proceeds of the Elephant Parade.

GOLDEN TRIANGLE ASIAN ELEPHANT FOUNDATION (GTAEF)

Founded in 2006, the Thailand provides viable alternative livelihoods for elephants and their mahouts, and a high standard of health and welfare for both. To discourage the trade in wildlife, the elephants are rented along with their mahouts, rather than being bought outright, and this provides an alternative to begging for the mahouts. Local schools, community groups and tourists are encouraged to visit the elephant camp where they can learn about the plight of Thailand's elephants and best practice in captivity.

<http://www.helpingelephants.org/>

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Media Contact:

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