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# HELP SAVE THE 'WOW'

These giants of the animal kingdom need help. Despite their strength and cunning they're no match for a poacher's rifle. For 50 years WWF has been securing protected areas worldwide, but these aren't enough to stop the killing. To disrupt the sophisticated criminal gangs supplying animal parts to lucrative illegal markets, we are working with governments to toughen law enforcement. We're also working with consumers to reduce the demand for unlawful wildlife products. Help us look after the world where you live at [panda.org/50](http://panda.org/50)

Silverback Western lowland gorilla.  
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**WWF**  
50 YEARS  
OF CONSERVATION



32295 WWF\_Silverback\_SP  
Client: WWF \_ HELP US  
Description: PRESS  
Artwork Size: 420x297  
Publication: N/A  
Traffic: Grant Mason

Artworker: GD  
Proof: 1  
DATE: 08.03.11

Page 1  
FONTS: UNIVERS



TAG@GILVY	
job# 000000	File Format
client/campaign 000/000	Operator
Colour correction V1	