

He hardly noticed the pile of dirty rags in the corner - until the pile moved... What Giles C. saw next shocked and horrified him...



From: Gary Holliman, Director, PrideRock Wildlife Refuge
Subject: Lives are at stake, and we desperately need your help.

Dear Friend,

Giles C. had gone to the breeder's Iowa facility to collect on a debt. As he stood in the yard, he noticed what appeared to be a pile of dirty rags thrown carelessly in the corner of a bare pen. Then, out of the corner of his eye, he saw the pile move.

As he walked closer to inspect the pile, a tiny head emerged. With horror, Giles C. realized that what he had at first believed to be a pile of dirty rags was, in fact, a tiny lion cub, barely six months old. Emaciated, dirty, and covered with ringworm, it was only a matter of time before the cub died from abuse and neglect. Giles C. is a hardened businessman, but he was so shocked by the cub's appearance that he was compelled to act. Instead of taking payment for the debt, Giles C. took the cub instead. Then he brought him to us at PrideRock Wildlife Refuge.

Somewhere inside that starving, unloved creature was a noble King of the Beasts. So in an act of faith, we named the pathetic little cub "Pharaoh". And Pharaoh began his long road to recovery...

A deadly tragedy that is far too common...

All over the world the great cats are in crisis, and nowhere more so than right here in the United States. For example, official estimates suggest that in this country alone, there are over 10,000 tigers held in captivity. But less than 3,000 of them are in recognized zoos or sanctuaries.

This means that too many of these animals are purchased as pets - often by people who don't understand what it means to care for 700 pounds of sinewy muscle and razor-sharp teeth.

Big cats are naturally playful, and like to wrestle, tumble and jump on each other. But what is just good-natured fun for a tiger or a lion, becomes a matter of life or death to a human. (At only a year old, that cute little ball of fur has already become a 100 pound animal.)

When this happens - and with private collections it is only a matter of time - the big cat rarely gets a second chance. Usually it is destroyed. Not because it is vicious, but just because it has acted naturally.

Unbelievably, it gets worse.

Year after year irresponsible breeders churn out lion and tiger cubs to sell for a quick buck. Most of these cubs never make it to a safe home. Instead, they wind up in cramped backyard or basement enclosures, where they can languish in squalid conditions for 15 years or more. Or the animal is slaughtered and sold (illegally) to exotic animal meat vendors. There are even reports of "canned hunts" where hunters pay as much as \$3,000 to shoot the helpless cat in a cage.

And it goes without saying (almost) that these helpless animals depend upon you for their survival.

But when you have important concerns clamoring for your attention, why should you care about a lion cub? Because to stand aside and do nothing to ease the suffering of the most helpless of us, demeans all of us. Because they too, are members of our earthly family.

And because frankly, my friend, these blameless animals deserve a better fate than the one they've been dealt.



Please help us STOP this cruel madness!

Since 1991 PrideRock Wildlife Refuge has been a haven and sanctuary for unwanted, abused, and mistreated exotic big cats and other wildlife. And we could not have done this without the help of our family and friends - *special people like you* - who cared enough about abused animals to help save them.

And while we've been extremely successful, the problem we face is extremely large. And today, we need your help.

We invite you to join our PrideRock family. To continue to save endangered animals like Pharaoh we desperately need your support. It costs \$150 a month to feed just one lion or tiger. The PrideRock veterinary bill over the next 12 months will be at least \$10,000. We need your help. For food, veterinary care, and for constructing humane enclosures. Your tax-deductible membership of just \$15 (or more) will help us save more endangered wildlife and provide them with the loving, safe haven they so desperately need.

As a token of our gratitude for your support, we'd like to offer you a beautiful, full-color photograph suitable for framing, of one of the PrideRock big cats.

And you'll be in good company when you join us. You'll be a member of an informed and savvy partnership that includes nature lovers, lawyers, business executives, physicians, and philanthropists.



Here's a list of your Membership Benefits!

1. A year's subscription to our quarterly PrideRock Wildlife Refuge newsletter, filled with fascinating updates of wildlife rescue and photographs of the animals you are helping to save.
2. A stunning full-color photo of one of the PrideRock Wildlife Refuge big cats - our way of saying "Thank You!"
3. An official Membership Certificate.

The greatest benefits, of course, are a little harder to quantify - the advantage of saving and rescuing those who cannot speak for themselves to beg for their lives. And the immeasurable satisfaction of knowing that you have helped to save a member of our earthly family.

Think how much we all stand to gain. Then remember how little this costs.

Just \$15 for 12 months. Less than 35 cents a week.

That's an amount you can't afford not to spend.

So join us. Send your check now for just \$15 in the return envelope. Or send more if your bank account and commitment allow. But do it now. If you don't do it for yourself, do it for a baby lion, do it for the future of wildlife. On whose behalf your membership will save and protect.

Sincerely,



Gary Holliman
Director, PrideRock Wildlife Refuge

P.S. Pharaoh has blossomed into an affectionate and healthy lion who loves to play with his ball. Help us save more endangered wildlife before it's too late. 100% of your membership goes directly to the wildlife you help save.

P.P.S. Remember, your contribution is 100% tax-deductible. Join now and you'll receive a stunning, full-color photo of one of PrideRock's magnificent big cats!



MEMBERSHIP APPLICATION

You bet I'm in for \$15! Save more wildlife on my behalf. Then give me a full year of the PrideRock members-only quarterly newsletter, my membership certificate, and my beautiful FREE full-color photo of one of the PrideRock Wildlife Refuge big cats.

Enclosed is my 100% tax-deductible gift of:

- | | |
|--------------------------------|--|
| <input type="checkbox"/> \$500 | <input type="checkbox"/> \$25 |
| <input type="checkbox"/> \$250 | <input type="checkbox"/> \$20 (your extra \$5 will really help!) |
| <input type="checkbox"/> \$100 | <input type="checkbox"/> \$15 |
| <input type="checkbox"/> \$50 | <input type="checkbox"/> Other \$ _____ |

Remember, with your tax-deductible membership of \$15 or more you receive a beautiful FREE full-color photo of a PrideRock Wildlife Refuge big cat.

Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____



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PrideRock Wildlife Refuge
P.O. Box 1594
Terrell, TX 75160

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