

Animals Asia Review

2010



Milestones

2010 The Year of the Tiger

Animals Asia rescued 51 bears from the bile industry in 2010 — 11 in China and 40 in Vietnam. This brings to 351 the total number of bears rescued at end-2010.

January: We closed Vietnam's first entire bear farm — 19 bears rescued from stifling cargo containers.

January: Our Professor Paws team, along with over 30 volunteers, played host to 170 Hong Kong primary schoolchildren at a special Fun Day.

February: More than 30 shops from four Chinese pharmacy chains became the first retailers to join Animals Asia's new campaign to end the use of bear bile products in traditional Chinese medicine.

March: China's former head veterinarian, the editor of the country's most respected literary magazine, and a member of the National People's Congress (NPC) all submitted proposals to end bear farming to the NPC and the Chinese People's Political Consultative Conference.

April: Shandong, China became bear-farm free with the closure of the province's last farm — 20 out of 31 mainland Chinese provinces have now closed all their farms.



April

May: Animals Asia convinced Alibaba.com, the world's largest online business-to-business e-commerce site, to ban subscribers from listing bear bile products, as well as the fur and meat of cats and dogs.

July: We rescued five moon bears from an illegal bile farm in Vietnam's scenic Ha Long Bay after three years of campaigning for their release.

August: We co-organised the 2nd China Urban Dog Management Symposium in Nanjing, which brought together dog-management officials and animal-protection organisations from 27 Chinese cities to discuss best practice in dog management.

October: The Chinese government ordered zoos to end circus-style performances — two months after we released a report on the cruelty of these shows.



October

October: Our China team, with the help of 20 eager Dr Dogs, held a World Animal Day event attended by hundreds in a huge shopping precinct in Guangzhou.

November: Animals Asia launched a redesigned logo and a new tagline: "Until the cruelty ends".

December: Our Moon Bear Rescue Centres in China and Vietnam each received the prestigious 2010 Carole Noon Award for Sanctuary Excellence.

December: An Animals Asia survey found that 93 per cent of Vietnam's traditional medicine practitioners oppose bear bile farming and 76 per cent have never prescribed bear bile.



May

Jill Robinson

Dear friends,

If it wasn't for the sight of bears romping outside my window as they enjoy the sheer pleasure of being alive, I'm not sure that I would quite believe how much has happened in the past 10 years since our Moon Bear Rescue began in October 2000.

Back then, our very first rescued bear, Andrew, inspired the term, "majestic bear", and our admiration and respect for him, and the other bears rescued since, has only grown. Today, so very sadly missed since he passed away in February 2006, Andrew's legacy lives on as his magnificent statue looks out across the beautiful bear enclosures and the special friends he left behind, still enjoying their days.



Andrew's grave carries the message, "We are not weaker without you but stronger because of you" — motivating, inspiring and moving us progressively closer to the final goal of ending bear farming in China and Vietnam.

Now, with hundreds of lucky bears rescued, and hundreds of thousands of people rising up against bear farming in Asia, I am thankful for the generosity and support of so many friends across the globe.

Recent years have seen our strategic plan driving this work, whether it is the practical rescue and related research, government lobbying, public education or media support. Because of the sheer will of the people — especially in China — the climate has changed beyond all belief and, together with our Chinese staff, I "feel" the end of bear farming is within our grasp.

Similarly with our other spearhead campaigns — Cat and Dog Welfare, and Action against Cruelty — our staff and the groups we work with across Asia and the world are driven and empowered, and the officials with whom we've been working for so many years are helping to accelerate this momentum of change.

A decade ago, there was only one registered animal group in China fighting for the cause. Today over 50 organisations around the country are exposing the ugly truth of animal cruelty and exploitation. Our work, with your help, will continue to help these groups break down the cage bars.

I hope you enjoy this latest "Review" of our work. With our grateful thanks to you, as always, for your part in this journey of a thousand miles.

Jill Robinson MBE
 Founder and CEO
 Animals Asia Foundation



10 years on — and 20 Chinese provinces now bear-farm free

Ten years ago, Animals Asia signed an agreement with the Chinese authorities to rescue 500 bears from bile farms and to work together to end bear bile farming. Today, we're well on the way to reaching that goal.

At end-2010, a total of 277 bears had been brought home to our Chengdu sanctuary and, with the help of the China Wildlife Conservation Association, we had convinced 20 of mainland China's 31 provinces to end bear farming. In April, with our dramatic rescue of 10 bears from a run-down farm, Shandong became the 20th bear-farm free province.

In February, we launched a campaign calling on pharmacies to end the use of bear parts in traditional Chinese medicine, and were thrilled when 33 Chengdu drugstores agreed to place stickers in their shops declaring they did not sell bear parts.

We also received unprecedented support for our work in March from members of the National People's Congress and Chinese People's Political Consultative Conference, who submitted proposals to end bear farming to the two sessions. Among them were former head veterinarian Mr Jia You Lin, and chief editor of China's most popular cultural magazine "Reading", Mdm Jia Bao Lan.

Animals Asia in 2010 convinced Alibaba.com, the world's largest online business-to-business e-commerce site, to ban subscribers from listing bear bile products (as well as the fur and meat of cats and dogs).

We ended the year on a positive note, with both our China and Vietnam rescue centres receiving prestigious 2010 Carole Noon Awards for Sanctuary Excellence in December.

Bears on film

In May, we released our new short documentary, "Moon Bear Rescue: A Decade On...", which chronicles the first 10 years of our work to end bear farming. Narrated by Jill, the film exposes the reality behind the bear bile industry and shows rescued farm bears enjoying their first taste of freedom after years in cages.

We are indebted to wonderful Hong Kong supporters Henry and Kitty Wong who sponsored the entire film production. Grateful thanks also to Charles Edwards and all at The Media Village in Hong Kong for directing and producing the film.



Oliver free at last after 30 years

Oliver is one of 10 bears we rescued in April from the last bile farm in Shandong province, driving them 2,400km across China to our sanctuary in Sichuan. This poor bear spent a total of 30 years on farms — first on a farm in Jilin province and later at the Shandong farm. As with eight of the other bears rescued that day, Oliver — a brown bear — had been wearing a barbaric metal jacket that kept his bile-draining catheter in place. These are illegal and it had been ripped out by the farmer just before our arrival to pick up the bears.



When we arrived, Oliver was depressed and in intense pain. His thin body was strangely misshapen — short legs and big head.



After two days' driving, our vets feared Oliver would die without surgery to remove his infected gall bladder. So we headed to the nearest hospital — in Shanxi.



Greeted with oxygen tanks and hot-water bottles, our vets set to work. Four hours later, Oliver's gall bladder was out, and his vital signs had stabilised.



Late the next night, we arrived at the sanctuary with the 10 bears. By 4am, Oliver was safely in our sanctuary hospital recovering from his surgery.



Weeks later, Oliver was moved into a roomy den. Despite his limited mobility, he played for hours with hanging tyres and bear-sized toys.



Soon Oliver was well enough to go outside — and today, this shockingly abused bear is enjoying every minute of every day he has left with us.

Jonah comes home

Jonah, a young moon bear, arrived at our China sanctuary in August from a farm in Dandong, Liaoning Province. He had been farmed for six years and was wearing a shocking metal jacket. Like 30-year-old Oliver, Jonah is sadly misshapen, with a long body and short legs. Grateful thanks to the officials who kindly confiscated Jonah.



Chinese pharmacy chains join campaign to end bear bile use

More than 30 shops from four popular Chinese pharmacy chains became the first retailers to join Animals Asia's new campaign to end the use of bear bile products in traditional Chinese medicine.

Thirty-three drug stores in Chengdu, Sichuan province, now have their doors and counters emblazoned with stickers proclaiming: "We don't sell bear parts".

In February, Animals Asia visited the stores, handing out stickers and buying any bear bile in stock. The bile was burnt on the street, attracting much attention from passers-by.

The sticker crusade, part of our ongoing "Healing without Harm" campaign, was launched on 9 February, the anniversary of the death of three-legged Andrew from liver cancer in 2006.

Andrew was the first moon bear rescued by Animals Asia. Now this majestic bear's iconic image is featured on the sticker.



Jill charms China

In September, Jill was thrilled to receive the "You Bring Charm to China" award in recognition of her work to end bear farming. Dr Dame Jane Goodall presented the award to Jill at a ceremony in Beijing. The event was organised by Phoenix Satellite Television and Tianjin TV to recognise 12 prominent foreigners who have enriched life in China.

Rupert joins Franzi

In 2010, we sadly said goodbye to Rupert, our much-loved "bear of little brain". Rupert finally succumbed to his injuries — less than a year after he lost his constant companion, Franzi, a tiny elderly bear. Poor Rupert was brain-damaged from his treatment on the farm, but despite his disability, he lived with us happily for 10 years, spending most of his time pottering around in a safe enclosure with little Franzi — their own "Secret Garden".





40 more moon bears rescued in Vietnam

It's been a big year for rescues in Vietnam, with our Moon Bear Rescue Centre taking in a total of 40 bears in 2010.

The year started on a high note when, on 18 January, Animals Asia for the first time closed an entire bear bile farm in Vietnam. The bears had been trapped in suffocating 40ft cargo containers on the outskirts of Binh Duong province near Ho Chi Minh City.

In July, we rescued five moon bears from an illegal bile farm in Vietnam's scenic Ha Long Bay after three years of campaigning for their release.

We also *ended* the year on a high note. An Animals Asia survey in December found that 93 per cent of Vietnam's traditional medicine practitioners opposed bear bile farming and 76 per cent had never prescribed bear bile. But perhaps most exciting of all is the progress our Vietnam team is making

behind the scenes, building up trust among government leaders and within the traditional medicine community.

Bear bile farming has been illegal in Vietnam since 1992, but over 4,000 bears remain trapped on farms. Bile extraction is extremely painful for the bears. In Vietnam, they are drugged — usually with the illegal anaesthetic,

ketamine — restrained with ropes and repeatedly jabbed in the abdomen with unsterilised four-inch needles until the gall bladder is found. The bile is then extracted with a pump.

In 2005, Animals Asia signed an agreement with the Vietnamese government to rescue 200 bears and care for them at our sanctuary in Tam Dao near Hanoi.



Five bears come 'home' to Tam Dao after 3-year campaign



Animals Asia secured the release of five moon bears from an illegal bile farm in Vietnam's Ha Long Bay in July 2010 after three years of campaigning.

The five — four male and one female — are among 24 bears that have been the subject of an international campaign spearheaded by Animals Asia and supported by 13 foreign embassies and other animal welfare and conservation groups after the farm holding them was raided by police.

Some of the bears displayed signs of malnutrition, one was missing a front limb and others had head scars, broken teeth and severely cracked paws. All needed their damaged gall bladders removed.

Grateful thanks to those supporters who wrote to the Vietnamese government calling for the bears' release.

A tale of two cubs

Two tiny moon bear cubs, Chien Thang and Xin Xin, arrived at our Tam Dao sanctuary in June after being confiscated from a bile farm in Dien Bien province.

Weighing in at 4-5kg, Xin Xin was in good health, but little Chien Thang limped weakly along behind his sister. A nearby hospital kindly allowed our staff

to use their X-ray equipment, and soon our suspicions were confirmed — Chien Thang's hind leg was fractured, just one of many insults he had endured during his terrifying journey from the wild.

Fortunately the break was clean and no surgery was required. With a little time and love, his leg was soon healing nicely.



Cataract surgery for brave sun bear cub

Sassy, a small sun bear cub who arrived with us in July with a litany of problems, was one of the lucky bears treated by UK eye specialists who visited our Vietnam sanctuary in August.

Sassy, previously nicknamed “Olive” now has some sight in her left eye thanks to ophthalmologists Claudia and David from Animal Health Trust, who removed a cataract from the eye. This is a delicate operation and we were extremely lucky to have such highly qualified veterinary ophthalmologists performing the surgery on our precious little bear.

A cataract in such a young bear is probably due to poor nutrition or an injury when she was very young. Sassy had a number of other injuries when she arrived at our rescue centre, including problems with the shoulder and elbow joints of her left foreleg and an infected wound on her face. Her canine teeth had been cut to gum level by her captors, causing an infection on her muzzle.

Once she had recovered from surgery, Sassy was moved into a bear den in River House next door to two little moon bear cubs, Xin Xin and Chien Thang. (See their story on page 8.)

Unfortunately, attempts to integrate the three cubs left Sassy agitated and stressed, so her

carers decided to leave her on her own. Now she happily interacts with the other cubs through the safety of bars. Later when she is bigger and stronger, she will be moved into the special enclosure for sun bears.

Our sincere thanks again to the kind people at Animal Health Trust, who have done so much over the years for our bears in China and Vietnam.



Our biggest Vietnam rescue yet — a whole farm

Just weeks into the New Year, Animals Asia rescued 19 moon bears from cramped 40ft cargo containers at an illegal bile farm near Ho Chi Minh City.

To date, this is our biggest rescue in Vietnam, and the first time we have closed an entire farm.

Tragically, the rescue came too late for Raspberry, a female bear whose internal organs were literally rotting away, and for little “Tiger”, the male cub who was born just days after his mother, Italia, arrived at the sanctuary.

Our vets said Raspberry’s abdomen was so necrotic and ravaged with disease that his organs were completely unrecognisable.

The birth of little Tiger, who

survived for just a week, proves beyond doubt that bears are still being poached in the wild and brought to bear farms. (Italia could not have become pregnant on the bile farm as she was in solitary confinement.)



Into the sunshine

You’ll remember “Misa Hai”, the bear kept in a Vietnamese couple’s

kitchen for 14 years and brought to our sanctuary in November 2009. Named “Zebedee” by his generous sponsor, he has a roomy den and access to a grassy outdoor enclosure. Zebedee is special friends with Henry, one of the bears rescued from cargo containers in January 2010.



Vietnam's top doctor warns bear bile tonics can kill

In 2010, Vietnam's top traditional medicine practitioner warned consumers to stop taking bear bile products or risk liver and kidney damage — even death. Dr Nguyen Xuan Huong (right), has joined Animals Asia's campaign to end bear bile farming after seeing the shocking effects of bile consumption on some of his patients, including two government officials who died after taking bear bile tonics.

Dr Huong, who is Chairman of the Traditional Medicine Association of Vietnam — and carries the title of People's Doctor, the highest ranking position in the country's medical profession — has treated 10 patients for bear bile poisoning since 1985, including two he couldn't save.

Dr Huong's last bear bile patient was in 2006 — a 55-year-old man from Hanoi who had consumed too much bear bile and was jaundiced. His diagnosis was damage to the liver caused by the bear bile. He successfully treated this patient, but for others it was too late.

Dr Huong said that when the Director of Construction in Quang Ninh Province came to him in 1995, it was already too late — his skin was yellow, he couldn't walk or talk and he had severe cirrhosis of the liver. He died two weeks later aged 50. The director had consumed bear bile mixed with wine for virility.

Dr Huong's second fatal case was in 2002 — a 75-year-old Hanoi doctor had taken 2cc of bear



I've read 17,000 traditional medicine formulas and only six mentioned the use of bear bile and even then, its use is minimal and it has little effect. People should never use bear bile. Eighty per cent of those consuming bear bile will have liver damage from drinking even 2cc, and if you mix it with rice wine, the damage will be worse....

...Bear bile serves a purpose in bears. It aids in their digestion, just as human bile aids in our digestion. It goes against nature for humans to consume bile from bears; it attacks the organs — and the bears' become ill when their bile is extracted. Bile is obviously different in each species and is there to serve the animal in whose body it exists.

— Dr Nguyen Xuan Huong

bile mixed with wine as a health tonic. By the time he arrived at Dr Huong's Hanoi clinic, his body was covered in dark patches and his fingernails and toenails were black and later fell off. Dr Huong treated the man for a year with herbal medicine to improve liver function but he died from the poisoning. He said the man looked like the man pictured above, who was also being treated for bear bile poisoning.

"In each of these 10 cases, all had damage to the liver and in most cases, the liver was almost gone — the part that was left was swollen, necrotic and hard," Dr Huong said. "Bear bile also causes kidney failure." He said other symptoms included loss of appetite, fatigue, red eyes, aches and pains, blood in the urine and severe dehydration as well as perspiration.

Dr Huong said bear bile was rarely used in authentic traditional medicine and was far more likely to be sold as a "cure" for hangovers or impotence.

Our new logo and tagline

After many months of consultations, we are proud to present our new logo and tagline.



Our new logo is a modification of our old logo and still features “Xie Sheung” (meaning “Lucky”), one of the nine bears Jill helped to rescue from a bile farm in Huizhou, Guangdong province back in 1995.

Our new tagline, “Until the cruelty ends” reflects our long-term commitment to animals in Asia. We believe it also reflects the dedication and commitment of our supporters, many of whom have been with us from the start.

New office in Beijing

Animals Asia has opened a small office in Beijing, about 10km from the State Forestry headquarters. The office is used by our Director of External Affairs, China, Toby Zhang, who spends around half his time in the capital lobbying lawmakers, attending meetings with government departments, and building relations with the influential Beijing media.



EU Parliament seminar

In November, Jill, Toby and our Animal Welfare Director, David Neale joined members of the China Wildlife Conservation Association to attend a special seminar at the European Parliament in Brussels.

“Bear farming, animal cruelty and the development of animal protection in China” was hosted by Carl Schlyter MEP, Peter Skinner MEP and Eva-Britt Svensson MEP. The seminar provided our government partners with the opportunity to discuss their involvement in closing down bear farms and their support for an end to the farming of bears for their bile. Jill, Toby and Dave spoke at the seminar.

We were particularly delighted to hear Mr Cao Liang from the CWCA praise Animals Asia as a good

partner working on bear issues in China. Mr Cao emphasised the support we received from the public, saying that since Animals Asia’s bear sanctuary was established, he has seen many concrete examples of animal welfare moving forward.

Mr Cao called for the closure of more farms that don’t meet the current industry standards and said he hoped the CWCA could be involved in future public education initiatives to raise awareness of the alternatives to bear bile in traditional medicine.

The seminar was supported by over 50 MEPs representing 13 European countries and all major political parties within the European Parliament. A number of MEPs have now committed to continuing this dialogue in future EU-China delegation meetings.

Karen lends talent to bear campaign

Long-standing supporter, superstar Karen Mok, who recently agreed to be our new Animals Asia Patron, has starred in two striking public service announcements for the bears.

Karen’s first announcement, “Stain”, which will be played throughout Asia, likens the intelligence of a moon bear to that of a child, while “Poison” targets consumers and highlights the health risks of taking bile. Poison is already showing on TV screens right throughout China.





Creating a better world for companion animals

It was a busy 2010 for our China and Hong Kong companion-animal teams, with thousands of schoolchildren, hospital patients, small animal-welfare groups and, of course, dogs and cats benefiting from our Cat and Dog Welfare programme.

Our two main campaigns — “Friends or Food”, which aims to end cat and dog eating, and “Animal Therapy” (our pioneering Dr Dog and Professor Paws programmes) — continue to grow from strength to strength.

Today, around 50 fledgling animal-welfare groups throughout China have joined our campaign to improve the welfare of companion animals and to end the terrible trade in cats and dogs for their meat and fur. Animals Asia is helping these groups, providing educational materials for their public education events and advice on everything from

running a shelter and vaccination to budgeting and fundraising.

More than 250 registered therapy dogs and their guardians now volunteer in 10 Asian cities, including Chengdu, Shenzhen and Guangzhou in mainland China, spreading their special brand of comfort and love to those in need in hospitals, orphanages, schools and centres for the disabled. We feel these dogs are the perfect ambassadors for their species (as well as for cats) and hope that people will grow to love all animals through their love of these companion animals.

Dr Dog is run by affiliate groups in countries other than China.



Animals Asia’s therapy dog visits: 2010/2010 school year

CHINA

Dr Dog:

91 visits

33 organisations

Professor Paws:

22 visits

13 schools

HONG KONG

Dr Dog:

150 visits

80 institutions

Professor Paws:

(Sept 2009 to Aug 2010)

133 school visits

22 schools

1,802 students

Fun Day for children and their professors

The year started off well with our Professor Paws team in Hong Kong, along with over 30 volunteers and 20 therapy dogs, hosting 170 primary schoolchildren at a special Fun Day to kick off the new school term in January.

The children, many of them with social disadvantages, spent the day enjoying a series of fun educational activities in the company of their enthusiastic and gentle “professors”. Most importantly, they had the opportunity to sit and interact with their own “professor”, learning how to brush, pet, feed and walk their dog.



Later, the amazing Hong Kong Police Dog Unit gave a demonstration to the children on dog training and obedience. With the help of the kind officers and their Belgian shepherds, the children learned just how intelligent dogs are.



The children left with smiles from ear to ear and with the knowledge that animals have feelings, and need and deserve to be loved and cared for, just like the rest of us.

Promoting better dog management

In August 2010, we co-hosted the 2nd China Urban Dog Management Symposium in Nanjing, bringing together dog-management officials and animal-protection organisations from 27 Chinese cities to discuss best practice in dog management.

The workshop, hosted by Animals Asia and the Nanjing Animal Protection Association (Nanjing Ping An Fu), was sponsored by the Humane Society International and supported by the Nanjing Public Security Bureau.

The gathering brought together government representatives with overall control of dog-management regulations, and animal-protection organisations

from around China to discuss best practice in dog management, as well as educational initiatives to encourage responsible dog ownership and the development of guidelines to benefit people and dogs alike.

Our Animal Welfare Director, David Neale, and our China Cat and Dog Welfare Manager, Irene Feng, discussed the development of responsible dog-ownership schemes and the need to regulate the breeding and sale of puppies to reduce over-breeding and abandonment, and to ensure the welfare of breeding dogs.

The representatives were encouraged to consider some of the many humane measures

possible to reduce dog bites and encourage greater owner responsibility.

We also appealed for the introduction of a nationwide rabies vaccination programme for dogs. Through these forums, we hope to see the authorities adopting such regulations in participating cities, and building relationships with local animal-protection groups to co-operate on dog-management issues.



Winter campaign targets dog-eating



Our China team led a winter media campaign to encourage consumers to say “no” to dog and cat meat. Thirty-three Chinese groups joined us in calling on their local media not to advertise dog and cat meat or promote it in other ways.

Animals Asia provided 28 animal-welfare groups or individuals with 32,000 leaflets, 3,500 posters and 700 DVDs to distribute over the colder winter months when dog and cat meat is traditionally more popular in China.

This campaign reached thousands of people, thanks to the co-operation and dedication of ordinary people in China, those who care about the welfare of animals and are committed to working for change in their own country. We cannot thank these individuals and groups enough.

While we support their activities, they support us in return with local knowledge, grassroots campaigns and raising awareness where it counts, on the ground, creating lasting change.

At right, is just a sampling of the many activities held by our affiliated groups throughout the winter in China.

The events were reported widely and positively in the local media:

- Wuhan Stray Dog Rescue Centre held a roadshow and walked through the downtown area with posters.
- Zhang Zhou Small Animal Protection Centre held a New Year awareness day.
- Nan Ning Stray Cat Rescue Forum and Xi’an Red Guave Companion Animal Rescue Centre held a cycle rally and distributed leaflets.
- Home of Love shut down an illegal slaughterhouse and rescued 16 “meat dogs”.
- Guangyuan Boai Small Animal Protection Centre also shut down an illegal slaughterhouse.
- Shi Jia Zhuang Yi Mi Ai Stray Cat Group drove cars around with prominent banners and posters.

Challenge for Pet Cadets



Animals Asia’s first ever Professor Paws Pet Cadet Challenge on 27 November 2010 saw Hong Kong’s Shatin College alive with wagging tails and the sound of children’s laughter. More than 160 eager government primary school students, 40 volunteers and 14 therapy dogs converged on the school to join in the fun.

The Pet Cadet Challenge was designed to bring out the competitive spirit in these students while teaching them the importance of responsible pet care, how to read dogs’ body language, appropriate pets to adopt, the all-important “Dos and Don’ts” around dogs, giving treats, brushing and walking a dog and, of course, how to approach a dog safely for the first time.

The students joined teams led by their “big brothers/sisters” from Shatin College and also Royal Veterinary College vet nursing students from Hong Kong Polytechnic. Teams worked together to complete educational challenges that were scattered

throughout the school grounds. Challenges included card games, quizzes, worksheets, fun games with visuals and interaction with Animals Asia’s therapy dogs.

The most popular challenges were most certainly those with the dogs! Learning to pet, brush, feed and walk them. Children were also encouraged to hug and kiss their gentle “professors”!

All teams performed brilliantly under the guidance of our dedicated volunteers, who ensured the children left understanding the message we continue to drive home, that all animals have feelings and needs, and deserve our love, respect and care.

Celebrating our friends on World Animal Day



Our Dr Dog, Professor Paws and China PR teams worked flat out to celebrate World Animal Day (WAD) 2010 and raise awareness of animal welfare across China.

Our China team held a superb World Animal Day event in a huge shopping precinct in Guangzhou. About 20 of our gentle Dr Dogs came along with their proud families and people gathered to celebrate the dogs and cats we share our lives with.

Some of the recipients of our Dr Dog programme entertained the audience, including a little blind girl, a little boy with a serious bone disease, and a group of children from the Guangzhou School for the Deaf who “signed” a beautiful song about China.

The dogs of course were not forgotten, with prizes given for many different aspects of their work as therapy dogs. These lovely Dr Dogs could not have

looked happier as they trotted over to receive their awards and pose for photographers.

Jill’s speech ended with our World Animal Day wish — a plea to stop breeding dogs, and to think instead of the victims of this exploding industry — the animals who end up living lives of misery on the streets or in shelters waiting for homes that never come.

Our team co-ordinated many different activities around China and co-operated with 13 animal-welfare organisations to hold an online photo contest in China in September 2010 — the “Sharing love with them” Photo Contest. Hundreds of people who have allowed dogs, cats and other animals into their lives, uploaded over 4,000 photos showing their love for their companion animals — and the photos came in from all around China.

Irene made WAD Ambassador

Animals Asia’s China Cat and Dog Welfare Manager, Irene Feng, was appointed 2010 World Animal Day Ambassador for the whole of China.

This year, among other WAD activities held by Animals Asia, Irene organised our China-wide Online Photo Contest and co-ordinated events organised by animal-welfare organisations around the country.

Irene, pictured here with her best friend Mao Mao, is based in the southern city of Guangzhou, known as China’s cat and dog eating capital. She works extensively with the authorities and animal-welfare groups (both locally and throughout China) to bring about long-term change. Irene and her team are also spreading our messages far and wide to millions of Chinese bloggers and chatroom users.



Animals Asia supports Beijing stray-cat project



Lucky Cats in Beijing is making life sweeter for street cats, and Animals Asia is proud to be supporting the group's work. In 2010, we provided financial support to Lucky Cat to help to promote responsible cat ownership and fund ongoing trap, neuter, release (TNR)

programmes in Beijing residential communities.

Lucky Cats is an established welfare organisation that has been working with local communities to desex the cats living on their streets since 2004.

The funding helped to finance

communities that could not afford to pay for local cats to be desexed by themselves, and has seen the desexing of 111 out of 156 cats identified in seven residential communities of Beijing.

The desexed cats were vaccinated and given ear marks. Community education initiatives have been carried out in conjunction with the TNR programme to generate support for the scheme among residents and to educate them on the benefits of de-sexing the cats. Lucky Cats will continue to liaise with residents in Beijing to monitor the effectiveness of the programme and to identify new cats arriving in the residential areas. These too will be trapped, neutered, then released.

Hong Kong's Walk for Harmony

More than 100 people and their dogs walked proudly together through the streets of Hong Kong on our annual Walk for Harmony this February. We also took the opportunity to distribute some of our new anti-fur cards to walkers, who offered to pass them on to people who may not be aware they are wearing fur.



Dr Scooby comforts cancer patients

Dr Scooby, a three-legged Dalmatian, was one of 70 dogs honoured at Animals Asia's Dog Devotion Awards in Hong Kong in December 2010. A few years ago, Dr Scooby lost a leg to bone cancer. Now he is administering love and care to people in need, and bringing special comfort to cancer patients.

Dr Scooby, pictured here with his "mum" Joey and Animals Asia Honorary Director Gigi Fu, was awarded the Dr Ocha Memorial Award for therapy dogs who have overcome their disabilities and shown outstanding devotion to helping people in need.



"Cancer patients tell me that they are inspired by Scooby's courage to continue living a 'normal' life with three legs. They always look forward to visits by Scooby."

— Scooby's guardian, Joey Wan



Securing better care for animals great and small

Animal Welfare Action

In 2010, our team stepped up investigations into cruelty in zoos and safari parks in China, securing a number of wins for captive animals, including a nationwide ban on circus-style performances in zoos. Our subsequent advice and support to zoos on improving the welfare of their captive animals also played a crucial part in our success in 2010.

The team also provided support and advice to regional governments on the management of dog and cat populations and shelters, including advice on basic care for shelter dogs and cats to ensure their welfare needs are met, the development of veterinary protocols, and training for shelter veterinary staff.

Please join our online “Animal Welfare Action Team” and speak out for animals in need. Visit “Action against Cruelty” on our website for more details.



Our zoo investigations

Our investigations of state-run zoos and private safari parks highlighted the appalling conditions in which thousands of animals are kept.

Animals Asia staff, led by our founder, Jill, and Animals Asia Welfare Director David Neale, witnessed animals forced (through fear, intimidation and, in some cases, physical abuse) to perform unnatural tricks in circus-style performances. Between performances, animals are housed alone with no stimulation or enrichment.

Asiatic black bears (or moon bears) are the most popular performance animal, present at 90 per cent of parks visited. Our investigators saw bears being punched in the abdomen and kicked, tigers with their teeth ripped out to make them defenceless, and lions beaten with sticks until they performed. We saw animals with injuries, tumours and severe malnutrition.

Children are allowed to sit on tigers’ backs to pose for photographs, the animals chained and intimidated into submission by staff wielding sticks. Tigers have attacked and killed children in these situations.

Unnatural and degrading performances, abusive training methods and inadequate housing conditions are causing severe suffering for many thousands of animals in captivity across China.

At Tianjin Zoo, we saw a blind tiger (see next page) and a tiger



dragging his body through his own excrement due to a paralysis of the hind legs. These majestic animals were held in 8ft sq cells.

In many cases, social species are also housed alone in tiny cages, unable to express normal, natural behaviours. This chimpanzee (right) has resorted to plucking out his own hair due to boredom and frustration.



Animal-protection laws

Our animal-welfare team continues to liaise with the Chinese Academy of Social Sciences on the development of nationwide animal-protection legislation. We are providing advice and recommendations for inclusion in the law to ensure as many animals receive as much protection from abuse and neglect as possible.

At a March 2010 multi-party workshop to discuss the draft law, we argued for the inclusion of internationally recognised health and welfare standards for individuals and organisations that raise, handle, transport and slaughter animals. We also called for codes of practice for the welfare of dogs and cats, plus codes of practice for pet shops and dog and cat breeders.

We suggested a licensing system for all captive-animal facilities, and raised the need for the Veterinary Administration Department to

license internationally recognised veterinary drugs for the humane treatment of animals in China. We also recommended that zoos be banned from using wild animals for entertainment and in souvenir photography sessions with members of the public.



Government liaison

In 2010, our animal-welfare team made a number of presentations at Chinese zoo symposiums and met with the China Association of Zoological Gardens (CAZG) to encourage the development of management protocols to improve the welfare of animals in captivity throughout China.

Also in 2010, Dr Heather Bacon, who was Animals Asia's Veterinary Director at the time, gave a presentation to Beijing zoo directors about the veterinary management of captive animals.

Our Senior Veterinary Surgeon, Monica Bando spoke at the CAZG annual workshop in Shijiazhuang, Hebei province on the topic of improving the welfare of captive animals. In both cases, it was the audience that was "captive".

Our Animal Welfare Director, David Neale, is lobbying members of the CAZG about a number of welfare improvements for the country's captive animals.

What we do

In China, our animal-welfare team is campaigning for national animal-protection laws, humane dog and cat population-management programmes, an end to live-animal feeding and cruel circus-style performances in zoos and safari parks, plus improved conditions for all captive animals. We are offering help and guidance to many of these zoos and safari parks to improve the general conditions for the animals they house.

Our “Animal Welfare Action Team” raises awareness of the plight of animals globally and, with your support, is lobbying organisations and governments to improve the lives of animals.

Lobbying for change

In 2010, our team successfully lobbied the Chinese government to prevent the development of bullfighting in Beijing.

We also provided support to Chinese welfare organisations who are calling for action to be taken against individuals carrying out acts of animal cruelty for the production of “crush videos” in which animals are killed for human gratification.

In Busan City, South Korea, we lobbied the government to prevent the development of a “companion-animal breeding centre”, and provided our support for a phase-out of bear farming countrywide.

Our team supported the Philippine Animal Welfare Society’s campaign to end the use of exhaust-fume gassing of dogs, and opposed the development of captive marine mammal facilities in India.

We also raised awareness of the plight of billions of animals farmed in intensive production systems globally.



Cruel catch: Animals Asia is lobbying for an end to live-animal feeding in China’s zoos and wildlife parks. Our investigators regularly visit zoos and safari parks across China to document gather evidence of the shocking cruelty of this practice.

Cows are dumped into tiger enclosures, live goats thrown into a pit full of hungry lions and slowly ripped apart — all for the “entertainment” of the crowds, which include small children. Worse, children are encouraged to take part in the brutality by dangling terrified live chickens on “fishing lines” above the lions.

It’s tragic that directors of parks still allow such horrific acts of cruelty and disrespect for the wild and domestic species in their care.



Sharing our knowledge of bear-care

Our vet responds to Serbian sanctuary's SOS on dancing bears

Animals Asia's Veterinary Director Dr Heather Bacon travelled to a bear sanctuary in Serbia in March 2010 to try to save the life of a rescued dancing bear.

Heather was answering an appeal from the Worldwide Veterinary Service (WVS) to help provide urgent veterinary services to these sick and abused bears at a sanctuary run by Pavel and Branka Pasko.

Heather, along with Emily Gorman, a vet nurse with Paignton Zoo in London (and formerly a vet nurse with Animals Asia), spent four days working around the clock on hard concrete floors health-checking and treating the six bears at the ARKA bear sanctuary near Belgrade.

Pavel and his wife, Branka, had rescued Micko from a factory 11 years previously. He had recently become ill, was unable to eat and had a bloody discharge from his nose. He had also started "fitting" and Pavel and Branka were desperate to alleviate his distress.

Unfortunately X-rays and biopsies confirmed a large tumour inside Micko's nasal cavities. Sadly because of his advanced illness, he was gently euthanised, with his "mama", Branka, close by.

The veterinary team then turned to the other bears — bears like Bozana (top left) and Marija (top

right). One poor bear's top lip was so badly shredded that she found it difficult to eat. Kasandra, with her right eye clubbed into blindness, and her teeth smashed out, suffered for years as a dancing bear. Her previous chains had repeatedly ripped through her upper lip, dividing it into five useless flaps.



Our Chengdu team was sad to say goodbye to Heather in late 2010 when she made the difficult decision to leave Animals Asia and return to the UK after four years of devoted service at our sanctuaries. Heather who spent most of her time at our Chengdu rescue centre, will be working with us on an exciting research project starting in the coming months. More about that next year.

China orders zoos to stop abuse

Ban follows Animals Asia's report and film on circus-style shows

Two months after Animals Asia released a damning report on the cruelty of wild-animal performances in Chinese zoos and safari parks, the Chinese government's Ministry of Housing and Urban-Rural Development ordered zoos to end the use of animals in these performances. The October directive also calls on zoos to improve the living conditions of their captive animals.

The publication of our ongoing investigations into the cruelty and neglect suffered by thousands of performing animals aided in the development of the government directive and we now hope to see these abusive animal performances become a thing of the past in China.

Also in 2010, we partnered with UK independent production company, Environment Films, to produce "The Performance", a powerful and moving film capturing the reality behind

the appalling conditions for performing animals. Narrated by former hostage, Terry Waite CBE, with music by Moby, this film documents the humiliation of the tricks, the cruel treatment of the animals, and the terrible living conditions they endure.

The directive also forbids zoos from selling endangered-species products and wildlife meat at zoo restaurants. It calls for the provision of good quality, sufficient and suitable food to all

animals, better, safer housing conditions, provision of the animals' behavioural needs, and veterinary hospitals in zoos.



Zoo bears benefit from workshop



In May 2010, we held a two-day workshop for bear-care staff at Chengdu Zoo to share our experience and knowledge of enrichment for captive bears.

The workshop was led by Animals Asia's bear team managers and supervisors.

Participants made their own enrichment items, such as log and bamboo treats, enrichment structures and recycled fire-hose

hammocks. The visiting zoo staff helped Animals Asia's bear workers place enrichment items inside our own bear enclosures then watched as the bears were released.

Subsequently, Chengdu zoo has been inspired to make significant improvements for the bears in captivity there, including the provision of wooden platforms, soft substrate and novel ways to dispense food.



Australia/New Zealand

2010 Roadshow our best to date

Thanks to some very generous sponsors and a handful of committed volunteers in each city, our 2010 Roadshow was the best yet. Jill's July visit involved addressing 1,200 people at eight events in 10 days, numerous media interviews, and raising almost A\$300,000 for the bears! Special thanks to Joanna Politis-Collins and Richard Collins from Adelaide (pictured below with Jill) who hosted their third major event for us. This one attracted 320 guests and raised a whopping A\$125,000. Our Australian Ambassadors, Simon Bryant and Dr Katrina Warren, were there and Simon prepared vegetarian canapés like no one else can!

Special mention to the ACME Foundation for sponsoring our 2010 Roadshow. Jill will be back 2012 — date to be confirmed.



Rising to the challenge

Seventeen supporters raised a total of A\$80,000 for the chance to take part in the trip of a lifetime as well as help the bears. These hardy adventurers did some serious trekking through some of

China's most beautiful scenery, and also visited the Moon Bear Rescue Centre in Chengdu where they were given a back-of-house tour by none other than Jill herself. We look forward to launching our May 2012 China trek soon. Special thanks to Kristie Poole, whose Trivia Night in Wollongong raised over A\$35,000.

Honey money from mini bear biscuits

One of the sweetest ways to help the bears in 2010 was to buy a box of our delicious mini moon bear biscuits made just for us in Tasmania. These delicious treats are also a popular option for Honey Money Days fundraising.



Running for the bears

Congratulations to all of our supporters who took part in the Sydney and Perth City to Surf events in 2010. Each of the teams raised thousands of dollars, helped spread awareness about Animals Asia and achieved some very impressive personal goals! Well done. Our amazing Perth team is pictured below.



Animals Asia on air

Our Australian Moon Bear Ambassador, celebrity vet Dr Katrina Warren, was seen on networks across Australia in 2010 in a new animated Community Service Announcement. The clip combines real footage of Katrina with animation of the bears, including a cartoon version of our own Franzi who died in 2009. (See below.)



Thank you Simon

In 2011, look out for our first "Friends or Food" ad featuring celebrity chef Simon Bryant talking about the millions of dogs and cats brutally killed in China each year for human consumption.

Both these commercials were produced at a fraction of their normal cost thanks to the passionate people involved. Thank you to Halo Pictures for their work on the Franzi ad and to Ghastly Fun Films, Swarm Imagery and Cutting Edge for their work on Simon's clip. And to Vida Marketing and Audioloc for their help with both.





China

Alibaba ban helps bears, cats, dogs

Our grateful thanks to Alibaba.com, the world's biggest e-trade site, for putting principle before profit in 2010. After being approached by Animals Asia, Chinese-owned Alibaba.com, and its Chinese-language sister site, Taobao, agreed to ban the sale of bear bile, as well as cat and dog meat and fur.

The ban applies to users of Alibaba.com (which has an international site in English and a Chinese site in Putonghua) and Taobao.com (a consumer e-commerce site that operates almost exclusively within China).

We're thrilled with their decision, but the battle isn't entirely won, as traders are now selling "fake" dog and cat fur on the sites. We suspect that in many cases, the fur is real because real fur is often cheaper to "produce" than fake fur. It costs nothing to round up stray cats and dogs on the streets and very little to breed them.

Alibaba is working with us to solve the problem — and to thank the team, we have named one of our beautiful rescued bears "Alibaba" (below) in their honour.



Earth Day

Our China Education Team celebrated Earth Day 2010 with a roadshow for students and the public at a popular mall in Chengdu.

Education Officer Jacky and team set up the day-long event, recreating our Education Room at the rescue centre. The display included a gallery of children's drawings showing the grim reality of bile farming.

Night out in Beijing

The China Millennium Monument Venue in Beijing was the scene of our first Beijing Animal Charity Night in May 2010. A number of Chinese celebrities helped us spread the word about our Moon Bear Rescue, and our own "Moonie" almost stole the show, singing along with local children the touching song "Little Bear".



School support

Our China education team, and eight kind supporters, attended the Shanghai German and French International School welcome-back party in September 2010.

The team used the time to promote awareness of our campaign to end bear bile farming. Many students signed a big banner promising

they would never use bear bile, or drew pictures of moon bears.



BMW China tees off for the moon bears

BMW held a charity golf tournament in September 2010 to raise funds for our rescued moon bears in Chengdu. More than 100 contestants attended, and BMW donated all the entry fees to the rescue.

Our moon bear mascot, Moonie, was invited to open the tournament. At a dinner that evening, a spokesman from BMW handed over a cheque for a total of RMB23,400 to our Senior Bear Manager Nic. This was an excellent opportunity to spread the message of ending bear farming to some powerful and influential people.





Germany

On the road again!

Jill had last visited Luxembourg, Germany and Austria on her 2007 Roadshow, so unsurprisingly our supporters in these countries were looking forward to seeing her again in October 2010.

Luxembourg

First stop was Luxembourg where we met with generous people like Mrs Mentgen-Wirtz (below, middle), who have supported us for 10 years now and who funded an entire bear house. A heartfelt “thank you” to you all.



There was a birthday cake to celebrate Animals Asia’s 10th anniversary and a wonderful birthday song from Andreas and Jutta Goldknecht from Saarbruecken. Our grateful thanks also to Rita Zuccha, who handed Jill a cheque for € 2,000! And of course a very warm “thank you” to Denise Kirchen and all those who helped her organise such a wonderful opening night for our roadshow and gave us such a warm welcome. We raised an amazing € 10,000 on that first evening — a lot of honey money!

Graz

In Graz, a beautiful city in Steiermark, Austria, we met with

Magister Stefan Moser from “Arche Noah” (below left), who arranged our visit, and President Oster, head of the local animal shelter (middle).

As well as giving us a warm welcome, they provided us with some great animal therapy — time with their lovely cats and dogs.



Austrian TV’s “tierzuliebe” and Maggie Entenfellner, our longtime supporter and friend, interviewed Jill, and later we met Christa Blümel from “Kronen Zeitung” — another “old friend”.

More than 100 people came to hear Jill’s presentation, after which Team Tierherz, an animal-welfare group founded by five girls, presented Jill with a € 600 donation and a wonderful picture of a bear!



From left: Christa Filipowicz, Barbara Blauensteiner, Jill and Maggie Entenfellner.

Zurich

The next day we met our longtime Swiss friend, Katharina Buettiker,

President of Animal Trust, in beautiful Zurich.

Mrs Hortense Anda-Buehrle invited us for lunch at her home where we met Dr Thomas Wagner, President of the Swiss-Chinese Society and former mayor of Zurich as well as Mr Liang Jianquan, Generalkonsul of the People’s Republic of China in Zurich; Professor Felix Althaus, Dekan of the Vetsuisse-Fakultaet and Professor Hans Lutz, Prodekan of the Vetsuisse-Fakultät, who showed huge interest in our work and in animal welfare in China.



From left: Hortense Anda-Bührle of Beirat Animal Trust, Margot Bodmer of Mitglied Animal Trust Zurich and Maria Reinshagen (former Head of Christie’s Zurich).

Over 200 people heard Jill’s presentation at Restaurant Metropol. Katharina organised the glamorous event, which started with a video message from pianist Hélène Grimaud!

Mrs Doris Fiala, Nationalraetin in the Swiss Bundesversammlung, then Swiss TV’s Monika Fassnacht also spoke.

Sixteen people very generously offered to “Name a Bear”, raising € 150,000 for our bears. This is the highest sum Animals Asia has raised with one event!



Hong Kong

Green Dragon gives home to Vietnam bears

Our grateful thanks to Hong Kong-based Green Dragon Fund, run by Environmental Investment Services Asia Limited (EISAL) and managed by Jeremy Higgs, for donating US\$235,000 towards the construction cost of a new bear house and enclosures at our Vietnam rescue centre. The bear house contains 24 dens and can house up to 38 bears at a time.

The Green Dragon Fund, launched in October 2006, is one of the first regional hedge funds to focus on environmental needs in Asia.

The Fund's donation could not have been more timely. With our bear numbers steadily increasing in Vietnam, we were in urgent need of more space to house our new arrivals.

The semi-natural enclosures are specially designed to stimulate and encourage the bears' natural behaviour in the wild.



Busking for the bears

Over 100 supporters enjoyed a great night out with Hong Kong musicians donating their time and talent to help the moon bears.

Local musician, John Prymmer, acoustic duo "Papancha" and singer Jeremy Nunns, busked for the bears at our special pre-Christmas fundraiser. Fantastic Italian restaurant and bar La Baita kindly provided the venue and sponsored the event.

The highlight of the night was the arrival of Virginia McKenna OBE, who inspired Jill's passion for animals and who is now our UK patron. Jill and Virginia had just returned from Vietnam, where they spent time investigating illegal bear farms and the illegal sale of bear bile.

Many thanks to the musicians and supporters, who came along and made this event such a success.

Our thanks also to:

- Hong Kong supporters, **Henry Wong** and daughter **Kitty Wong**, who so generously funded the entire production cost of our new short film, "Moon Bear Rescue: A decade on".



- Long-time supporter **Jonathan (Joe) Hancock**, who has agreed to join our board in Hong Kong.

- Husband and wife team, **Ali Bullock** and **Caroline Sprod**. Ali has generously given of his time and talent to be our "official photographer" on a number of bear rescues and provided the 12 beautiful images of our rescued bears for our 2011 calendar. Caroline has helped us out on a number of occasions, including arranging the British Consulate as the venue for one of our major fundraising events.



- Financial services provider **Standard Life**, which launched a campaign entitled "It's my life" to create brand awareness in Hong Kong. The campaign featured a number of people who had achieved their goals in life, including our founder, Jill. The campaign ran in print, online, mobile and outdoor, and Jill's image and message appeared on huge panels at Hong Kong airport and on the city's buses.





Italy

Support grows ever stronger

Two years since opening, our Italian office continues to grow from strength to strength, taking inspiration from scruffy “Italia”,



a gorgeous female moon bear rescued in Vietnam in January 2010 and now a symbol of hope and freedom. Among the many passionate voices speaking out against cruelty, are celebrities and leading figures from the academic community — from actor Luca Zingaretti to renowned scientist Umberto Veronesi, from novelist Barbara Alberti to actresses Giulietta Revel, Piera Degli Esposti and Veronica Pivetti.

We are extremely grateful also to our long-standing supporters, philosopher Tom Regan, comedian and blogger Beppe Grillo, celebrated photographer Oliviero Toscani and members of iconic rock band Premiata Forneria Marconi who are spreading Animals Asia’s message across the country on their latest musical tour “La buona novella”.

Our Moon Bear Rescue campaign was in the media spotlight in 2010, with some great exposure in magazines “Il Venerdì di

Repubblica” and “L’Espresso”, and popular newspapers, such as “Il Corriere della Sera”, “La Stampa”, “Il Secolo XIX”, “Il Tempo”, “Libero” and “Il Manifesto”. Our rescue of 10 bears in Shandong in April saw blanket coverage on the main national TV networks.

Bears on tour conquer the country

The photo exhibition, “Save Me from Sickening Medicine”, which denounces the vicious bile business, continues its journey across Italy, stopping in the most beautiful squares across the country. Created by the studio, La Sterpaia, founded by photographer Oliviero Toscani and now directed by his children, Lola and Rocco, the exhibition features 60 stunning 2 x 3 metre blow-ups and several bear-cage installations, all combined together in a claustrophobic maze of horror, anguish, freedom and hope.



After its successful debut in Genoa and a first transfer to the Modern Art Gallery in Palermo in 2010, “Save Me from Sickening Medicine” stopped off in the beautiful town of Alassio, moved on to breathtaking Plebiscito Square in Naples, where it was enriched by Rocco Toscani’s

pictures from his latest Chengdu shooting session, and completed its cycle at the feet of the god of the sea in Neptune’s Square in Bologna. Up next for 2011 are Florence, where our bears will stand proudly in Santa Maria Novella Square from 22 April until 8 May, then Riccione and Milan. The display is sponsored by the Italian Institute of Bioethics.

Bear bile industry exposed in fiction

Inspired by writer and director Sandrone Dazieri’s novel of the same name, “Beasts” was one of the six episodes of the TV series “Crimes”, which aired on Rai Due Channel last spring. Co-produced by Rai Fiction and Rodeo Drive, the episode takes place in the tranquility of a Bed & Breakfast in the countryside near the city of Matera, where a young ecologist, always on the frontline against animal abuse, is found dead after uncovering an illegal bear bile trafficking ring. In the leading role is actor Pietro Taricone, who tragically died during a sky dive just months after the episode was aired.





UK

Elephant art wins funds for freedom

After attracting much attention during his stay in Green Park with the other 19 charity elephants taking part in London's 250-strong Elephant Parade, Animals Asia's elephant was auctioned off on 3 July. Hope of Freedom raised £20,000, with 70 per cent of the proceeds coming to Animals Asia. Sponsored by Direct Hygiene, our elephant, "Hope of Freedom", featured a stunning sculpture of a moon bear on his back. Internationally renowned sculptor Suzie Marsh sculpted the bear and pupils from Hall Grove School in Berkshire designed the elephant blanket.



UK ophthalmologists operate on bears

In September 2010, ophthalmologists from the Animal Health Trust, Newmarket, visited our sanctuaries in China and Vietnam where they carried out sight-saving surgery on some of the moon bears, including Billabong, Grace and Sassy (see story page 9). Wild Productions filmed the Vietnam surgical procedures including Grace's eye surgery and Ha Long's health-check.



Virginia McKenna visits our Vietnam bears

At the beginning of November 2010, our fabulous patron, Virginia McKenna OBE, visited Vietnam en route to Australia. Virginia, who founded Born Free, accompanied Jill and our Vietnam Director, Tuan Bendixsen, to traditional medicine shops in Hanoi and several bear farms in Ha Tay area. She also visited our Tam Dao sanctuary, where she assisted in the health-check of Ha Long bear and met Born Free's very own bear, Grace.

Our unsung heroes

Animals Asia's UK Supporter Awards for 2010 went to the following generous individuals and organisations:

Best Corporate Supporter:

Animal Friends Insurance. Animal Friends Insurance has long taken the lead in practical help and compassion for charities such as Animals Asia.

Best Support Group:

Southampton support group. Whether trekking in the sweltering hills of Vietnam or freezing outside the local supermarket, cash tin in hand, this group is always raising awareness and fundraising.

Best Individual Fundraiser:

Vivienne Simms, for working

tirelessly just about every weekend, Viv epitomises what makes our supporters so special.

Most Innovative Fundraising

Idea: Sue Prince's underwater chess match! Generous Sue proves that we are only limited by our own imagination!

Around Britain

Vet nurses' choice: In 2010, Animals Asia was proud to become the British Veterinary Nursing Association Charity of the Year, from which we benefited in increased publicity and funding, with veterinary practices around the UK holding events and collections for us.

Roadshow success: In October, Animals Asia UK held our annual roadshow with Jill Robinson. In just one week, with the help of our supporters, we raised in excess of £57,000.

Special thanks to the Duchess of Richmond for very kindly hosting our final event of the week at Goodwood House.

Just marvellous: Thanks to the Birmingham Stage Company for kindly donating a Christmas performance of "George's Marvellous Medicine" raising £3,500.

Thanks also to:

The Born Free Foundation, the David Shepherd Wildlife Foundation, Loke Wan Tho, Persula Foundation, Muriel Jones Foundation, Lancashire Foundation, as well as celebrity supporters Paul Martin, Martin Roberts, Ricky Gervais, Joanna Lumley and Terry Waite CBE.



United States

Schillers auction off art for the bears

Longtime supporters Kathy and Larry Schiller of Los Angeles have been superbly generous to the bears over the years, but in 2010 they surpassed themselves with their latest philanthropic gesture — selling one of their finest pieces of Chinese art to benefit our work.

Kathy heard about the plight of the bears several years ago during a trip to China and made contact asking how she and her husband Larry could help. One thing led to another and, before long, the Schillers were hosting a fundraising dinner party at their beautiful home towards the end of last year. Soon after, they generously offered to sell some of their art to benefit the bears.

The highlight of their collection was Zeng Fanzhi's "Mask" painted in 2000. An auction at Christies in Hong Kong in May saw the "Mask" going for a princely sum, and Animals Asia receiving a phenomenal US\$100,000 donation from the proceeds.

Following the auction, Kathy visited the bears in Chengdu and was able to see for herself the lifesaving work her donation was making possible. While watching a surgery to remove the gall bladder from newly rescued bear, "Monkey", Kathy's face was a picture of joy and awe as she gently stroked sleeping Monkey's paws and admired her truly

spectacular ears. That moment seems to have made a lasting impression on Kathy just as her and Larry's generosity has made a truly lasting impression on us.



Rave reviews for 'Moon Bear' book

Animals Asia was thrilled when Laura Godwin, editor at Henry Holt Young Readers/Macmillan Children's Publishing Group, approached us with a plan to create a children's book highlighting the plight of the moon bears.

The result is a beautiful book written by celebrated children's author Brenda Z Guiberson and illustrated by Caldecott award-winner Ed Young. A year in the life of a bear, "Moon Bear" ends with a discussion of Animals Asia's bear rescue project. Since its release in the spring of 2010, the book has garnered rave reviews

from countless literary journals and blogs.

Staff at Macmillan also launched a unique fundraising scheme called "Moon Bear Bucks", which has already raised US\$10,000 with many of the donations coming in from teachers and students throughout the US.



Meet Morgan

We are thrilled to introduce Animals Asia's new US Director, Morgan Lance. Morgan, pictured here with 14-year-old Tikka, has been with our US office in San Francisco as PR and Communications Manager since June 2007.



How you can help

1 Befriend a Bear

Please consider befriending one of our six ambassador bears. For just US\$80, you can befriend one of our six “ambassador” bears (Freedom, Banjo, Irwin Junior, Mausie, Bodo or Emma) for a year.

Your gift will provide the bears with special treats to keep them happy and occupied — fruit ice blocks, rubber kongs, honey, raisins and tofu-filled bamboo — and play equipment like swings and climbing frames, which are essential for their rehabilitation.

When you befriend a bear you will receive a photo of your bear in a “Befriend a Bear” display frame, a certificate and information on your bear.

2 Buy gifts online

Next time you’re looking for birthday gifts, please go to our online Gift Shop for a range of great gift ideas. T-shirts, stationery, plush moon bears, scarves, key chains, calendars, mobile phone accessories, caps and bags are among the great items available.

3 Become one of our Champions for Change

For a small amount each month, you can become a “Champion for Change” and help abused dogs and cats through our

community-based projects in mainland China.

As a Champion for Change, you will receive a certificate and an adorable photo of Dr Eddie who was rescued from a market in China just hours before he was due to be slaughtered. Eddie is now one of our star Dr Dogs.

4 Spread the word

Tell your family, friends and colleagues about our work. Many people are still unaware that bears are suffering for years on bile farms and that companion animals are treated as mere commodities to be used for meat and fur.

Please follow us on Facebook (facebook.com/AnimalsAsia) and Twitter (twitter.com/animalsasia) and spread the word by sharing our updates with your friends.

5 Sponsor a Bear

For a small monthly donation you can sponsor one of our rescued bears and provide these intelligent, forgiving animals with all the basic care they need to recover and lead healthy and happy lives. For a little extra

each month, you can support one of our special-care bears.

Sponsors receive a certificate, a photo of your bear in a printed frame, and information about your bear. (See pages 30-31 for full details.)

6 Donate monthly

Please consider giving on a monthly basis to help us prepare for unforeseen emergencies and to maintain our long-term projects. Even small monthly donations add up and allow you to play a vital role in our progress.

It’s simple, safe and convenient. We will automatically and securely transfer your donation to your credit card each month. At the end of the financial year, you will receive a single receipt for all your monthly donations.

As a new monthly donor, you’ll receive a Welcome Pack with information on our various projects and we will continue to send you regular updates.

Leave a bequest

Please put us in your will and help abused animals far into the future. Contact your nearest Animals Asia office to talk with staff.



Sponsor a bear and save a life

Help a bear every month

For just a small monthly donation, you can sponsor one of our rescued bears and provide these intelligent, forgiving animals with all the basic care they need to recover and lead healthy and happy lives.

Our special-care bears, with long-term physical or mental damage are a little more costly to care for, but you can also help to support them, for just a little extra each month.

Caring for these bears for life is a huge commitment. At our sanctuary, they live in semi-natural enclosures, with access to dens for shelter and rock pools to cool off in. They sleep in sturdy hanging-basket beds and eat a specially formulated bear diet, rich in protein and vitamins, and have round-the-clock specialist veterinary care.

Their rough and tumble play necessitates that their dens and enclosures are especially strong and “bear-proof”. Your sponsorship will allow us to continue to provide these bears with the best of care and allow them to live the lives they have always so much deserve.

In return for your support, you will receive a sponsorship certificate, a photo of your bear in a specially printed frame, information about your bear and his/her character, and each year we will send you an updated photo so you can see for yourself how your bear is progressing, thanks to your generous support.

How we spend your donations

Your sponsorship will provide bears with all their basic care — nutritious food and clean water, veterinary care and accommodation at the sanctuary — so they can put their horrible pasts behind them and enjoy life as the beautiful moon bears they were born to be.

As a special-care bear sponsor, you will be able to help gentle souls like our brain-damaged Rupert lead a life free from pain and fear. These bears need a secure enclosure where they will feel comfortable and safe with other disabled bears and where they will get the close monitoring and special diets they need.

Vet care



The rescued bears leave the farms in an appalling state, many suffering from crippling ailments, such as arthritis, peritonitis, weeping ulcers, ingrown claws and chronically infected eyes and gums. Increasingly, they are developing terminal liver cancers. They all need surgery to remove their damaged gall bladders, many have broken teeth from years of biting the bars of their cages, a third are missing limbs and all are in a state of severe psychological trauma.

Our small, but extremely dedicated and professional, veterinary team ensures the bears’ get the best possible medical attention.

Rehabilitation



Once they get the all-clear from their initial surgery and follow-up health-checks, the bears are moved into roomy recovery cages where they gradually become accustomed to more space. Depending on their progress, they spend around four months here before moving to dens and starting the gradual process of integration with the other bears. In the recovery cages and the dens, the bears are given browse (fresh greenery) to make nests and to chew. They also get toys to play with, hose showers from their carers and special treats to keep them occupied. The next step is the most exciting — release into a rehabilitation area, where they can learn to swim, climb and simply be bears.





Sanctuary

Caring for our bears for life is a huge commitment. Once rehabilitated, they live in semi-natural enclosures, with access to dens for shelter, rock pools to cool off in and trees and wooden frames to climb.

They sleep in sturdy hanging-basket beds and eat a specially formulated bear diet, rich in protein and vitamins, and have round-the-clock specialist veterinary care.

We have made a firm commitment to look after each of our rescued bears for the duration of his or her life — this could be for 30 years.



Nutritious diet



The bears eat a special diet created by an experienced animal behaviourist. They have plenty of fresh fruit and vegetables, grains and Mazuri pellets that have been specially formulated for bears that have been farmed for their bile.

To keep their minds and bodies occupied, they must forage for their food. For instance, “stinky tofu” is stuffed into bamboo tubes and fresh fruit is suspended in large ice blocks high up on climbing frames.

Variety is also a joy for these bears, who spent years in constant hunger, being fed a tasteless gruel — and barely enough to keep them alive. So taste sensations vary from miso paste and sesame oil to peanut butter!

What they eat depends on the season, for instance as the

months grow colder, the bears eat much more food than in mid-summer.

On average, in winter, each bear receives two meals per day of the following:

- 1.4 kg Mazuri pellets/dog food mix
- 2.4 kg vegetables: carrots, cabbage and sweet potato
- 1.1 kg salad mix: cabbages, cucumbers, tomato and apple

In summer, their meals are much smaller:

- 0.6 kg Mazuri pellets/dog food mix
- 1.8 kg vegetables
- 1.1 kg salad mix

What you get as a sponsor

As a sponsor, you will be able to share in the joy seeing your bear progress over time.

Initially, we will send you a folder with a sponsorship certificate, a photo of your bear in a printed frame and information about your bear and his/her character.

Each year, we will send you an update and a new photo so you can see for yourself how your bear is progressing.

You will also receive regular updates on the Moon Bear Rescue and the progress we're making in ending bear farming.

But best of all, you will be able to go to sleep at night knowing that because you cared enough to act, a majestic, endangered animal will have the life he or she so desperately needs.

Hong Kong Head Office 10/F, Kai Tak Commercial Building 317-319 Des Voeux Road Central, Sheung Wan, Hong Kong Tel: +852 2791 2225 Fax: +852 2791 2320

Australia Office PO Box 275, Blackwood SA 5051, Australia Toll-free: 1800 666 004 Tel: 08 8270 1955 Fax: 08 8270 5176

China Office Longqiao, Xindu District, Chengdu, Sichuan PRC 610505 Tel: 86 28 8307 8033 Fax: 86 28 8307 8033

Germany Office Herzogstr. 9, 80803 Munchen, Germany Tel: +49(0)89 383 77 130 Fax: +49(0)89 383 77 13 20

Italy Office Pzza San Marcellino, 6/5 A, 16124 Genova (GE), Italy Tel: +39 010 2541998, +39 010 8680709 Fax: +39 010 2545137

UK Office 3 Ashleigh Meadow, Tregondale Farm, Menheniot, Cornwall PL14 3RG, UK Tel: 01579 347148 Fax: 01579 347343

US Office 300 Broadway, Suite 32, San Francisco, CA 94133-4587, USA Tel: (415) 677 9601 Fax: (415) 677 9603

New Zealand Post Box PO Box 6679, Auckland, New Zealand Toll-free: 0800 728 323

Vietnam Office Unit 301, 12 Trang Thi street, Hoan Kiem, Hanoi, Vietnam Tel: 84 4 39289264 Fax: 84 4 39289265

Hong Kong-headquartered Animals Asia Foundation is a government-registered charity in Hong Kong, the UK, the US, Australia, Germany and Italy, with tax-deductible status in these countries. We also have offices and Moon Bear Rescue Centres in Mainland China and Vietnam.

Email: info@animalsasia.org

www.animalsasia.org

Cover boy: "Blue" by Rocco Toscani

Grateful thanks also to ARKA, and photographers Ali Bullock, Simon Perry/Red Door News