

### THERE'S A NEW HERO IN TOWN

17<sup>th</sup> October 2012

*Start*

The fight against rhino poaching has just gained epic, virtual proportions through its very own app – Rhino Hero. The app, developed by Shortblackmocca in collaboration with the Endangered Wildlife Trust (EWT), centres around Zama, the Rhino Hero, and his quest to stomp out the attack on his species – one poacher's camp at a time.

The hero's name says it all. Taken from the Nguni word 'Zamani' meaning 'to make an effort', Zama the Rhino Hero and the world he inhabits (the gaming landscape) have been designed to create awareness and drive support for the cause, which is close to many a South African's heart. The illegal trade in wildlife is estimated to be the third largest illegal industry worldwide after drugs and human trafficking. Data updated by the Department of Environmental Affairs in October of this year shows that the number of rhinos poached in 2012 already stands at 455.

"This is where Rhino Hero comes in. The main character doesn't have x-ray vision or super strength. He's doesn't hail from a far off planet nor does he possess any discernible super power. His strength comes from the people who support his cause. The premise of the game is simple – players launch Zama the Rhino Hero into poacher's camps, giving him the momentum to stomp out and destroy the camps, one by one, scoring points and proceeding from one level to the next," stated Chris Masters, Director at Shortblackmocca.

What sets Rhino Hero apart from other gaming apps that follow a similar format is its stamp of approval from the EWT, a leading conservation NGO that works throughout southern Africa through a network of skilled field workers, conducting research and working with key stakeholders to realise its vision of a healthy planet and an equitable world that values and sustains diversity of all life.

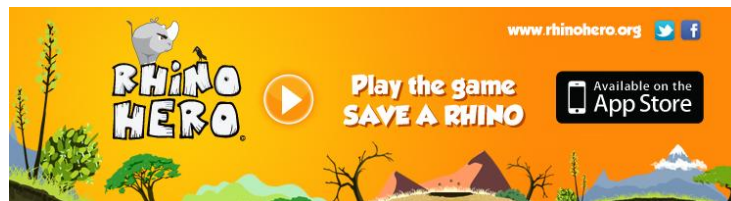
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The Endangered Wildlife Trust is a non-profit, public benefit organisation dedicated to conserving species and ecosystems in southern Africa to the benefit of all people.

**NPO Number:** 015-502, **PBO number:** 930 001 777, **Member of IUCN** - The International Union for Conservation of Nature  
The Endangered Wildlife Trust is US 501(c)(3) compliant under **US IRS Registration number:** EMP98-0586801.



Said Vanessa Du Plessis, Head of Business Development and Funding at the EWT: “The EWT is constantly expanding its reach and leadership role as it continues to spearhead the development of innovative, proactive measures to ensure a sustainable future for all. Working with partners is key to the success of conservation interventions and we have always focused on turning stakeholders into supporters and colleagues. This partnership with Shortblackmocca is our latest venture into exploring the ways in which technology can enhance and assist our conservation efforts and we’re very excited to be a part of this dynamic collaboration.”

Shortblackmocca will transfer 50% of the nett proceeds of each Rhino Hero app to the EWT’s Rhino Project so if you want to play your part in saving the rhino, then downloading Rhino Hero is the perfect place to start. Stamping out virtual poachers is just the beginning. Play the game, spread the word, follow Rhino Hero on Twitter (@RhinoHero) and Facebook, and literally play a part in conserving the rhino for future generations.

For more information go to [www.rhinohero.org](http://www.rhinohero.org), contact the Rhino Hero team on 071 520 4764/ 082 553 4373 or get in touch with the developers via [info@shortblackmocca.com](mailto:info@shortblackmocca.com) or [www.shortblackmocca.com](http://www.shortblackmocca.com). To learn more about the EWT visit [www.ewt.org.za](http://www.ewt.org.za) or contact Vanessa Du Plessis at [vanessab@ewt.org.za](mailto:vanessab@ewt.org.za)

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