

Hanoi, June 6, 2011

Press Release:

Modern medicine offers best cure, not bear bile

Education for Nature-Vietnam (ENV) has launched its second PSA in 2011 aimed at reducing consumption of bear bile in Vietnam.

The new PSA which will air on national and provincial television starting this week features a doctor visiting a patient in the hospital who has used bear bile to treat a condition without any results before being admitted to the hospital.

The doctor warns his that bear bile is not a miracle drug and urges people to seek professional medical help when needed rather than rely on ineffective traditional forms of medicine like bear bile.

Most people who quit using bear bile did so because they felt that it was ineffective, according to a recent survey conducted by ENV.

“Bear bile is not a magical medicine” says Tran Viet Hung, Vice Director of ENV. “Moreover, the bear bile industry, and those that support this industry, are directly responsible for the hunting, trade, and near extinction of bears across Vietnam.” Hung urged the public to get involved, noting that nearly 100,000 people had already pledged not to use bear bile as part of ENV’s ongoing campaign to end bear farming and trade. “Being part of the solution is easy”, says Hung. “Just say NO to use of bear bile and be smart. Go see a doctor if you are sick.”



ENV is working to bring an end to bear farming and trade in Vietnam. Major program activities focus on reducing demand for bear bile, encouraging greater public involvement in reporting bear crimes, cooperating closely with enforcement agencies to combat illegal trade, and working with government leaders to strengthen policy and laws protecting bears and other endangered wildlife.

ENV wishes to thank the World Society for the Protection of Animals (WSPA) for their generous support in efforts to bring an end to the exploitation and trade of bears. ENV also thanks Hong Ngoc hospital for their provision of the film’s producing location.

Watch our latest PSA on Youtube:

<http://www.youtube.com/user/EducationfornatureVN#p/a/u/1/JO5AKH1wNKc>

ENV End Bear Farming and Trade Resources

Bear webpage: <http://thiennhien.org/CDBVG/index.php>

Bear bile attitude survey:

[http://envietnam.org/library/Resource%20and%20Publication/Bear_bile_report\(EN-final18Nov2010\).pdf](http://envietnam.org/library/Resource%20and%20Publication/Bear_bile_report(EN-final18Nov2010).pdf)

Bear fact sheet: <http://envietnam.org/img/gallery/ENV%20Bear%20Factsheet.pdf>

PSA Bear bile is not a magic medicine:

<http://thiennhien.org/index.php?page=documentView&parent=172&id=167>

TCM alternatives PSA:

<http://thiennhien.org/index.php?page=documentView&parent=172&id=142>

Bear extinction guaranteed PSA:

<http://thiennhien.org/index.php?page=documentView&parent=172&id=19>

Say NO to bear bile PSA:

<http://thiennhien.org/index.php?page=documentView&parent=172&id=18>

Pop star My Linh PSA:

<http://thiennhien.org/index.php?page=documentView&parent=172&id=8>

Younger generation Say "No" PSA:

<http://thiennhien.org/index.php?page=documentView&parent=172&id=20>

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www.thiennhien.org (Vietnamese)

www.savingvietnamswildlife.org (English wildlife trade website)

About Education for Nature - Vietnam

Education for Nature-Vietnam (ENV) was established in 2000 as Vietnam's first non-governmental organization focused on conservation of nature and the environment through education. Our mission is to foster greater understanding amongst the Vietnamese public about environmental issues of local, national and global significance, ranging from protection of wildlife and natural ecosystems to climate change. We employ creative and innovative strategies to influence attitudes and behavior, not only highlighting the need to protect Vietnam's rich natural heritage and the living world around us, but also encouraging greater public participation in achieving this important and challenging task.