**How to Celebrate World Elephant Day**

August 12 is World Elephant Day! We created this special day to raise awareness of the worsening plight of Asian and African elephants. There are myriad issues that continue to threaten the future survival of the elephants, including poaching, habitat loss, and human-elephant conflict. As a result, these concerns will be the primary focus of our messaging and outreach for World Elephant Day (WED) 2017. However, this year we would also like to bring specific attention to the issues that both African and Asian elephants face in the tourism industry and in captivity.

 To achieve this we are creating the **B.E.E.** message: **“Be Elephant Ethical.”**

This is an initiative that supports safe, ethical, and humane conditions for elephants in the elephant tourism industry and works to ensure that these ethical mandates are outsourced to the general public. Our 2017 social media campaign will be focused on messaging that will do just that, so please stay tuned to those platforms for more.

 This year, World Elephant Day is privileged to be working with a network of young volunteers from the organization Youth for Wildlife Conservation. This organization was established in 2016 at the Johannesburg CITES convention, bringing youth from around the world together to speak out about wildlife issues and to find conservation solutions in order to create healthy, sustainable relationships between people, elephants, and all of life. For the WED / BEE campaign this year, youth from around the world will create social media content ranging from videos, photography, writings, conservation projects, and events, to post and share among a growing international network of organizations and individuals working to protect elephants and create viable conservation initiatives for today’s generation and for future generations to come.

 **Please join in!** Actions that you can take on World Elephant Day are as follows:

* —[Sign the pledge](http://worldelephantday.org/) on the World Elephant Day website to support a world that protects elephants, wildlife, and their habitat.
* —Host your own World Elephant Day and watch [When Elephants Were Young](http://www.whenelephantswereyoung.com/), a feature film about the plight of Asian elephants that’s being released on World Elephant Day.
* —Share your favorite elephant stories, photos, videos, and books with us on [Facebook](https://www.facebook.com/worldelephantday).
* —Post a photo of yourself holding the reasons you love elephants and share it on social media with the hashtag #Worldelephantday.
* —Write a blog post about elephants and share it on your website or on World Elephant Day’s [Facebook](https://www.facebook.com/worldelephantday)
* site.

Help bring the world together to save elephants. For more information on World Elephant Day and how you can help, please visit: [www.worldelephantday.org](http://www.worldelephantday.org/)