



**RECIPE FOR ONE CUTE 6-WEEK-OLD LION CUB:
TUFTS OF FUR STICKING
STRAIGHT UP FROM EARS; ALL PAWS;
SUCKS FINGER AS PACIFIER
BUT THEN HE GREW
AND THE MAN WHO BRED HIM
STOPPED CARING
HIS WORLD: A TINY ENCLOSURE IN A RESIDENTIAL BACKYARD,
LITTLE FOOD, EVEN LESS WATER
THIS LITTLE CUB, FRIGHTENED AND ALONE,
BECAME PAYMENT ON A BAD DEBT**

Dear Friend:

His new name is Pharaoh and his fate – once bleak – is now bright. Thanks to caring friends like you, he will grow into a strikingly handsome lion in his permanent home at PrideRock Wildlife Refuge.

I'm writing you today to ask you to help Pharaoh – and countless other big cats like him. Your donation to PrideRock will make you an important member of the pride.

For \$25.00 a family of four can see a first-run movie – minus the buttered popcorn and drinks – but \$25.00 can do so much more.

It's almost impossible to find an adoptive home for a full-grown lion, tiger, or cougar. Zoos are full – no one wants an abandoned big cat. But your donation can help continue to care for and nurture so many deserving animals. From lions to cougars to tigers, you'll make a big difference in their lives.

Lion cubs like Pharaoh are being bred in record numbers. In fact, lion and tiger cubs can be purchased for as little as \$300...off the back of a battered pickup.

And more tigers are kept as "pets" – in trailers, backyards, and basements – than exist in the wild today. A mere 8,000 remain wild: this population has decreased by a staggering 90,000 from just a century ago. And the lion? Hunting, loss of habitat, and lack of food have drastically reduced the African lion population – between 30% and 50% in the past 30 years alone.

The number one cause of lion death in the wild is starvation. Poachers kill tigers to harvest their skin, bones, and claws. Tiger remains fetch up to \$70,000 each.

But PrideRock stepped in to fill a critical void. Situated on 9 acres outside of Dallas, Texas, the pride has grown from 2 cubs to 27 permanent residents. And here's the PrideRock Promise:

over, please

P.O. Box 1594 Terrell, TX 75160 972-524-6807
www.priderock.org

PrideRock will always be a permanent home for big cats

Your generous donation of \$25, \$35, \$50 or more can help them live treasured lives. It will help carry on PrideRock's high standards of maintenance, recreation, and nutrition.

With proper care, big cats can live up to 25 years. That's nearly double their life span in the wild. At just a year and a half old, a tiger will grow to be 300 pounds, require a covered enclosure of at least 20X40X10 for their safety and security, and will eat at least 8-10 pounds of meat.

Every day.

Currently, PrideRock's food bill tops \$1,300 each month.

In addition to the daily care and concern of the big cats, PrideRock has several programs underway. Here are two of them:

- ✓ Spaying of females – Since PrideRock doesn't permit breeding, the female cats must be spayed. It's especially important in the older cats because their age is a factor in some preventable health problems. The estimated cost of transporting and spaying 17 females is just under \$10,000; and
- ✓ "Tiger River" – Tigers LOVE water! In order to keep the cats cool in the Texas heat, PrideRock has installed misters, shade and fans. "Tiger River" will be a shallow pond running through all tiger enclosures for their continued comfort and will cost approximately \$50,000.

Your donation will greatly help PrideRock keep big cats safe and sound. For the rest of their lives.

These strong, regal, courageous creatures were never meant to be domestic pets. Yet that's what happens more and more. Won't you help PrideRock give cats like Pharaoh a safe haven? The responsibility for the care and nurturing of these animals is so critical that some donors have sent \$100, \$500, even \$1,000. Others have sent \$15, \$25, or \$40. Whatever you can give will be a huge help.

Please help save the big cats – TODAY.

Sincerely,

Gary Holliman
PrideRock Wildlife Refuge

P.S. Thanks to caring animal lovers like you, Pharaoh is growing from cub to King. We'll be proud to welcome you as a member of the pride. Please take a moment to send in your donation – so many big cats need your help. Without you, cubs like Pharaoh wouldn't have found his way home.