



# NATURE NEEDS MORE

THE NEW WAY OF WILDLIFE CONSERVATION

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For Immediate release

## Second Annual Global Tea Party For Wildlife

In 2018, Nature Needs More launched an annual global tea party for wildlife - **The Style Icon Afternoon Tea**: ([www.styleiconafternoontea.org](http://www.styleiconafternoontea.org)). Why? Because it is estimated that **only 0.3% of all (non-government) donations goes to wildlife conservation.**

Given the scale of the global extinction crisis, we had to think of a way to re-engage the many private donors who have walked away from conservation and also find a way to access new groups, who maybe haven't traditionally thought about giving to wildlife and the natural world.

The ***Style Icon Afternoon Tea*** was inspired by the women who, over 100 years ago, invited their socialite friends to afternoon tea, in a bid to save many birds from extinction by challenging the desire for feathers in hats. **Murderous Millinery** was driving the plume boom, **by the 1890s, the level of destruction of bird colonies for the plume trade meant there was a real possibility of driving some birds to extinction.**

Good Housekeeping magazine reported in its winter 1886-1887 issue "***At Cape Cod, 40,000 terns have been killed in one season by a single agent of the hat trade.***" On Cobb's Island, "***an enterprising New York businesswoman bagged 40,000 seabirds — at 40 cents apiece — to meet the demands of a single hat-maker***". The magazine questioned the sense of such inhumane behaviour.

***In 1896 cousins Harriet Hemenway and Minna Hall launched a series of tea parties, inviting the fashionable ladies of Boston and urging them to stop wearing feathered hats. Some 900 women joined this boycott and the campaign expanded around the world.***

Yet 120 years on, the fashion sector is still failing wildlife. The push for sustainable fashion strategy means some good questions are being asked about, for example, modern-day slavery, worker poverty, levels of waste and pollution. ***A topic which is missing from the discussion is fashion's impact on the wildlife trade and how it drives poaching activity.***

Examples of fashion's disregard for wildlife are everywhere, but most people don't choose to look. If we use the percentage of people who are donating to wildlife conservation as a guide to how many people are interested, then currently 99.7% of people chose not to look at what is happening for the world's wildlife. **The Style Icon Afternoon Tea has been created to reach the 99.7% and seed some information.**

For example:

1. While fashion magazines may show images of Rhianna and J-Lo dressed from head to foot in python skin, they don't mention that whole countries have been found to be exporting pythons with a CITES (the Convention on International Trade in Endangered Species of Wild Fauna and Flora) source code C [captive bred] **when there is no evidence that python farming is currently taking place anywhere in the country.** These python exports are the result of illegal harvesting, but this has done nothing to trigger any real transparency in the supply chain.
2. Buying vintage accessories such as elephant skin bags is driving up the desire for elephant skin products and, in turn, elephant poaching and skinning in Asia is accelerating rapidly. Not all vintage purchases automatically drive sustainability, sometimes the consequence is quite the reverse.

3. It is very rare that Michelle Obama puts a foot wrong, **but her decision to wear mammoth ivory jewellery certainly put her out of step with many.** Too many articles called the jewellery eco-friendly and sustainable, completely missing the point that any market for, even legally sourced, 'vintage' products provides opportunities for laundering ivory from post-ban killed elephants. Poachers have apparently been colouring elephant's tusks to make them look like mammoth.

This is the information that Nature Needs More hopes to spread to a broader population with events like the Style Icon Afternoon Tea.



Events can be large or small, private or public. "We provide resources for people who register to host events, including giving them information about the wildlife trade. **Hosts give as little or as much information to their guest as they want. Hosts know their guests best and can make the decision about the information that is appropriate for the group.**"

Dr Johnson said "The act of asking their guests to donate to a wildlife cause, something they may not have done before, means hosts are 'planting the seed', with potentially new donors, that the world's wildlife needs their support."

In the inaugural year, 42 fundraisers, from 17 cities and towns, in 11 countries on 5 continents raised nearly \$20,000.

The second annual Style Icon Afternoon Tea is happening between the 1st and 30th November 2019. During November we are asking people in cities, towns and villages around the world come together for the second, annual global tea party for wildlife.

**All style icons know that with a cup of tea in hand, anything is possible!**

#### **About Nature Needs More**

The Style Icon Afternoon Tea is an initiative of Nature Needs More Ltd, ABN 85 623 878 428, a registered charity in Australia with the Australian Charities and Not-for-profits Commission.

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