United for Wildlife and Angry Birds help save the pangolin from extinction

Pangolins, an adorable species of scaly anteaters, are one of the world’s most endangered animals due to poaching and illegal trading. The status of all Pangolin species has been upgraded on the [IUCN Red List of Threatened Species](http://www.iucnredlist.org). Pangolins are being literally eaten into extinction - their meat is seen as a delicacy across tropical areas of Asia, where they command a high price in the black market.

United for Wildlife, a collaboration of seven international conservation organisations convened by The Duke of Cambridge, has teamed up with the Rovio to take action.

On November 17th the fans of Angry Birds will get to play a new week-long [Angry Birds Friends](http://friends.angrybirds.com) tournament called “Roll With The Pangolins”. By entering the tournament and raising awareness of pangolins, fans of Angry Birds can help save the most illegally traded mammal in the world.

The Duke of Cambridge, President of United for Wildlife, recorded a video message to talk about the threat to wildlife from illegal hunting and to invite players to have fun while learning more about the Pangolins in the Roll with the Pangolins tournament featured here: <http://youtu.be/eTTXPd8iLsQ>. The videos, including a special Pangolin animated short, are available on [ToonsTV](http://www.toons.tv), which is accessible online and in all Angry Birds games.

## United for Wildlife - stop the illegal trading of endangered animals

United for Wildlife is a collaboration between seven of the world’s most influential conservation organisations and the Royal Foundation of The Duke and Duchess of Cambridge and Prince Harry. A key aim of this alliance is to engage and inspire young people and the next generation of conservation leaders at a critical time.

The seven conservation organisations partnering the Royal Foundation for United for Wildlife are: Conservation International; Fauna & Flora International; the International Union for Conservation of Nature; The Nature Conservancy; Wildlife Conservation Society; WWF-UK; and the Zoological Society of London.

More information about United for Wildlife: <http://www.unitedforwildlife.org/>

## Angry Birds Friends and Roll With The Pangolins tournament

Angry Birds Friends is a game that can be played on mobile and socially via Facebook. In Angry Birds Friends the players take part in weekly tournaments and compete with their friends and other players from around the world. The Roll with the Pangolins tournament will run between November 17-23rd, and it will challenge players to free captive pangolins being poached in their natural habitat.

Watch The Duke of Cambridge’s video invitation to the “Roll with the Pangolins” tournament [here](http://youtu.be/eTTXPd8iLsQ). There’s also a special Pangolin animated short viewable on [ToonsTV](http://www.toons.tv), which is available online and in all Angry Birds games.

Watch The Duke of Cambridge’s video invitation:

<http://youtu.be/eTTXPd8iLsQ>

More information about Angry Birds Friends:

<https://www.angrybirds.com/play/angry-birds-friends>

Play Angry Birds Friends:

<http://friends.angrybirds.com>

## Pangolins - the only scaly mammals in the world

There are eight species of pangolins, four of which live in Asia and four in Africa. As of July 2014, their threat status has been upgraded on the IUCN Red List of Threatened Species ([www.iucnredlist.org](http://www.iucnredlist.org)). Pangolins are harmless, and they play an important role in regulating the populations of ants - a single pangolin can eat over 70 million ants or termites per year. When threatened, pangolins’ only defence is to curl into a scaly ball, which works well against their natural predators, such as wild dogs and tigers.

Pangolins are literally being eaten into extinction. Their meat is considered a delicacy throughout Asia. It commands a high price, which drives poaching and illegal trade. Additionally pangolin scales, which are made of the same keratin as human hair and nails, is used for various local remedies. Despite a commercial trade ban for wild caught pangolins, more than 1 million of them have been traded in the last decade.

The public can help by raising awareness of pangolins and reporting illegal trade and sales of pangolin based products, and by supporting the IUCN SSC Pangolin Specialist Group: [www.pangolinsg.org](http://www.pangolinsg.org).