



## Wild for Life

**Nairobi, Wednesday, 25 May 2016.** Celebrities from around the globe teamed up with the United Nations to launch an unprecedented campaign to curtail the illegal trade in wildlife. The international criminal networks behind these illegal activities have already destroyed countries' own natural heritage and pushed various species to the brink of extinction.

[#WildforLife](#) was launched today at the United Nations Environment Assembly (UNEA-2) in Nairobi, Kenya. Attendees included environment ministers from states around the world, aided by UNEP (United Nations Environment Programme) Goodwill Ambassadors including model Gisele Bündchen (fighting for sea turtles), footballer Yaya Touré (backing elephants) and actor Ian Somerhalder (campaigning for pangolins)



[United Nations Environment Programme](#) and [WWF](#) have joined forces to combat wildlife crime and protect the planet's biodiversity.