

Roar for the Snow Leopard



The snow leopard is in grave danger of extinction. **We need to speak out!**

What's so special about a snow leopard?

It's a beautiful animal.

This magnificent cat has lived for centuries in the harsh mountain environments of Central Asia. Its beauty is adored by many people from across the globe. Some have even braved the dangerous mountains to admire this beautiful animal.

It's an adaptable animal.

The snow leopard has adapted exceptionally well to the freezing mountain conditions. The most obvious adaptation is its very thick fur coat. This coat covers its body and head and helps keep the snow leopard warm during even the coldest weather.

A less obvious adaptation is the snow leopard's thick, fur-covered tail. This tail helps keep in warmth and protects its face from the bitter cold when the snow leopard is sleeping.

It's an exceptional athlete.

This cat's extraordinary athletic ability is another adaptation. The snow leopard is capable of making huge leaps over deep ravines. Its long flexible tail helps it to keep its balance as it lands on the narrow icy surfaces. The snow leopard has fur on the underside of its feet. This fur provides traction on the slippery mountains.



The snow leopard is a big cat that cannot roar because it has no voice box, larynx.

Why is it endangered?

For centuries the snow leopard has survived in the harsh weather conditions of its isolated mountain home. Its survival is under threat as humans begin to take over the mountains. People are cutting down forests to create farms. People are building dams in the snow leopard's habitats. These changes to the mountains have had a significant impact on the snow leopard's food sources. Without food the snow leopard cannot survive!

Another serious threat to the snow leopard's survival comes from the very thing that people love, its beautiful fur coat. Snow leopards are being hunted for their fur. While hunting them is illegal in all Central Asia countries except Mongolia, wild snow leopards continue to be killed for their magnificent fur coats.

What can we do to help?

The snow leopard is a big cat that cannot roar. If this beautiful creature is to be saved, we need to make its voice heard.

Roar now!

Save the snow leopard from extinction.