

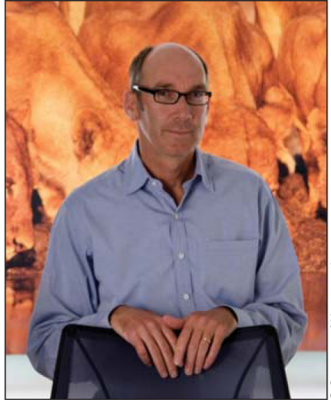


WWF Member Supports Conservation in Eastern Cambodia

Gift Protects 1.5 Million Acres, Supports Antipoaching Efforts

Long-time WWF supporter and National Council member Robert King believes in innovation. As founder and CEO of Humanscale, the leading manufacturer of ergonomic products for the office that has a long-standing history of environmental sustainability, King challenged WWF to develop a novel strategy that would impact conservation for years to come.

His \$750,000 gift will help protect nearly 1.5 million contiguous acres of ecologically rich habitat in eastern Cambodia. In partnership with WWF and the Cambodian government, Humanscale will support anti-poaching and anti-logging patrols in the Phnom Prich Wildlife Sanctuary and the corridor that links the sanctuary to the Mondulkiri Protection Forest. This effort will protect critically endangered and other indigenous species, including tigers, leop-



© Courtesy of Humanscale

Robert King, Humanscale's founder and CEO

ards, Asian elephants and wild water buffalo.

King says his gift is the most important action he can take to protect the future of our planet. "We believe being environmentally neutral isn't going to save our planet," King says. "We need proactive efforts to prevent the relentless destruction of our planet's diversity of life. My hope is that the success of this project will encourage others with the necessary resources to fund the active protection of other critically important ecosystems around the world."



Sumatran tiger

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