

Join PAWS In Telling Sprint To Take A Stand For Elephants!

Despite the widespread massacre of elephants for their ivory that threatens to drive these intelligent, self-aware and environmentally important animals to extinction, **Yahoo! Japan refuses to remove ads selling ivory products.** Eco-Business.com is reporting that the Japanese mobile communications company, SoftBank Corporation - the majority stockholder in Yahoo! Japan - turned down an appeal from conservation groups to stop the sale of elephant ivory and of whale and dolphin products. Yahoo! Japan reportedly has nearly 8,000 ads for elephant ivory, in spite of an international trade ban in ivory. Most of the ads sell "hankos," name seals traditionally used for stamping and signing important documents that supposedly are made from illegally sourced ivory tusks smuggled from Africa.

So what does this have to do with U.S. telecommunications company Sprint?

In July, SoftBank purchased a majority interest (78%) in Sprint Nextel for \$21.6 billion. Sprint provides wireless services and is a major global Internet carrier, with subsidiaries that include Boost Mobile and Virgin Mobile USA. The company reportedly serves more than 55 million customers.



Sprint customers (including its affiliates) should be outraged that SoftBank is profiting from the mass destruction of elephants. If SoftBank won't listen to a direct appeal from conservation organizations, then maybe it will pay attention when concerned customers and citizens contact Sprint to demand the company take action.

Sprint claims to believe in social and environmental responsibility. In a video found on its website, Sprint states: "We have the power and the responsibility to do good in this world."

It's time for Sprint to do some good by helping SoftBank make the connection between its unethical and destructive decision to allow the sale of elephant ivory and of products from other threatened, endangered, or declining wild species, on Yahoo! Japan -- or answer to its customers.

Help us send a loud and clear message to Sprint: It's time for the company to use its power and responsibility to protect elephants and other wildlife from extinction!

How you can help:

1. **Make a phone call.** Call the Sprint corporate office at 703-433-4000 and ask for Sprint CEO Dan Hesse. **POLITELY** ask Sprint to demand that its majority owner, the SoftBank Corporation, institute a policy that bans the sale of ivory on Yahoo! Japan, as well as the sale of products from endangered dolphins and whales.
2. **Send an email.** Let Sprint know, through its public relations department, that the killing of elephants for ivory trinkets is bad for its image and its business. *Please send a polite email today; you can use the sample message below.* To be most effective, personalize your email as much as possible. If you are a customer of Sprint or one of its affiliates, or you are considering making Sprint your carrier, be sure to state that in your email.

Use **all** of these email contacts:

Marci VerBrugge-Rhind, corporate communications: marci.j.verbrugge@sprint.com

Corporate email: info@sprint.com

Sprint Board of Directors: boardinquiries@sprint.com

Sample message:

Dear Sprint,

(You should open your email by identifying yourself. For example: "I am a Sprint (or one of its affiliates; be sure to name the affiliate) customer," "I was considering becoming a Sprint customer," or "I am a citizen who is extremely concerned with the state of wild elephants today.")

[CEO Dan Hesse claims that Sprint focuses "on doing the right thing."](#) Now is the time to make good on that claim. I am urging Mr. Hesse to send a very serious message to Sprint majority owner, the SoftBank Corporation, telling them that allowing the sale of elephant ivory and products from threatened and endangered dolphins and whales on Yahoo! Japan is unacceptable and irresponsible.

Every 15 minutes an elephant is slaughtered for his or her ivory; it is estimated that 30,000 elephants were killed across Africa last year. The poaching of elephants in Africa has escalated to the point that leading conservationists are predicting the extinction of the species within a decade.

Unfortunately, SoftBank's policy reflects poorly on Sprint: Playing a part in the extinction of elephants and other wildlife is bad for Sprint's image and its business.

Sprint can use its power and responsibility to help SoftBank make the connection between the sale of ivory products on Yahoo! Japan and the potential extinction of elephants in our lifetime. Both Sprint and SoftBank have a responsibility to the millions of Sprint customer to do the right thing.

Please demand that SoftBank remove ads for elephant ivory, as well as products from threatened and endangered dolphins and whales, from Yahoo! Japan.

Sincerely,

To send a letter by mail:
Sprint Corporate Office Headquarters
6200 Sprint Parkway
Overland Park, KS 66251

From Sprint's [Board of Directors](#):

"At Sprint, one of our core corporate values is to demonstrate integrity in all that we do - not only through our words, but also by our actions."