



Photo credit: Sandeep Sharma

DON'T LET OUR TIGER BE HISTORY

In cultures around the world, the tiger is a symbol of strength, skill and courage. That's why it's associated with some of the country's most prestigious universities, including Clemson.

And though we're not the only university to claim the name, the Tiger runs deep through Clemson's history. Our blood runs orange. As wild tigers dominate their territory, so too do Clemson Tigers dominate in the classroom and on the playing field. The tiger is at the heart of our pursuit for excellence. It's inspiration for the kind of university we want to be.

Yet, tragically, the tiger is in danger. Professionals estimate that fewer than 3,900 tigers still exist in the wild, and those that remain face an uncertain future.

As the Clemson Tigers family, we can't sit back as the few tigers left dwindle down to the point of extinction. We must take a stand to protect our beloved mascot.

Join us. Don't let our Tiger be history.

THE TIGER PAW

One of the ways Clemson honors the tiger is our logo, The Tiger Paw. It's now widely considered one of the most recognizable logos in sports - and one that's as unique as the university itself.

Have you ever wondered about the iconic hook at the bottom of the Tiger Paw? That hook is the result of a scar on the tiger's foot

that was used to cast the original imprint. The cast came from the National History Museum in Chicago in 1970, when the Tiger Paw was being designed.

And why is the Tiger Paw rotated 30 degrees to the right? The paw's angle points to 1 p.m., which was the traditional kickoff time for a college football game.

TIGERS: THE ROAD TO EXTINCTION

Tigers still roam free in 13 countries: Bangladesh, Bhutan, Cambodia, China, Indonesia, India, Laos, Malaysia, Myanmar, Nepal, Russia, Thailand and Vietnam. They are known as tiger range countries.

Yet, in these countries, tigers face constant pressure from poaching and habitat loss.

As human populations increase, tiger territories decrease. Tigers have lost 93% of their historical range. And the problem is getting worse. Some estimates suggest that the area occupied by tigers has decreased by as much as 41% in the past decade alone.¹

Equally dangerous to the tiger is illegal wildlife trade, which generates up to \$20 billion each year. Every part of the tiger—from whisker to tail—is traded on the black market. One tiger can generate as much as \$50,000, which is often used to fund terrorism and drugs.²

A GLOBAL PLAN

Clemson University began a relationship with the World Bank's Global Tiger Initiative in 2011. This group developed a global program for tiger conservation, called the Global Tiger Recovery Program. It championed the goal to double the number of tigers in the wild by 2022, which is the next Year of the Tiger in the Chinese calendar.

As part of this global program, each of the 13 tiger range countries now has a recovery plan to protect and grow the number of tigers living in the wild in their country.

Clemson is committed to supporting the national programs of these tiger range countries through training and research.

DID YOU KNOW?

- Between 5,000 and 7,000 tigers live in captivity in the U.S., but only an estimated 3,890 remain in the wild worldwide.²
- Tigers have lost 93% of their historical range. They now occupy only 7% of the land where they once thrived.²
- Illegal wildlife trade generates up to \$20 billion each year. One tiger can bring as much as \$50,000 on the black market.³

DON'T LET OUR TIGER BE HISTORY.

As a top public university and the 2016 college football national champions, there's none better suited to lead tiger conversation efforts than Clemson University.

You can help save the epitome of the Clemson spirit. You can help keep one of Clemson's most cherished traditions from becoming history. You can help save the tiger.

GIVE TODAY.

100% of your gift will support Clemson's efforts to protect wild tigers.

It will support efforts by Clemson faculty and students, including:

- Research, outreach and on-the-ground training in countries where tigers roam free
- Engagement activities that inform and enhance tiger conservation abroad and in the U.S., including on Clemson's own campus
- Student scholarships and faculty research support to study conservation issues related to protecting the wild tiger
- The adaptation of emerging technologies for use by wildlife professionals in tiger range countries.

Visit cualumni.clemson.edu/give/tigers-always to make your gift.
Find out more information on our website at
www.clemson.edu/tigers-always/.

¹ academic.oup.com/bioscience/article/57/6/508/236193/The-Fate-of-Wild-Tigers

² worldwildlife.org/species/tiger

³ worldanimalfoundation.org/earth-and-animals-magazine/2016/9/HUNTING-WILDLIFETO-EXTINCTION