



Dear Alex

We feature a lion on our charity logo. But not just any lion! This is Elsa, orphaned as a cub in Kenya and returned to the wild by George and Joy Adamson. The true story of her journey to freedom inspires everything we do. We never forget every single animal matters.

Talking of individuals, Born Free has launched a new campaign. We want to take four rescued lion cubs to their ancestral home in Africa. United by suffering, this captive pride in France have had the worst possible start to life. It will be our biggest ever lion relocation!

From

*Laura*

Laura Gosset  
Wild Crew



### Meet the Lions of Lyon

Meet the four lion cubs – [Horus](#), [Kuuma](#), [Dadou](#) and [Gidi](#). They were less than two months old when found in shocking conditions in France. Kept illegally, they had been taken from their mothers before they were weaned, and were victims of Europe's trade in wild animals as pets. There is an alarming fashion for dangerous wild animals as status symbols, and often used for social media selfies.

Born Free is raising funds to give the cubs a new home at our big cat sanctuary in South Africa. Thankfully, after a great deal of expert care at their temporary home in Lyon, France, the cubs have recovered from their ordeal. They are gaining strength, weight and confidence, as we prepare for their life-changing journey.

### Do all lions look the same?

All animals are individuals, unique in both physical form and personality. Lions can look very different in size, mane colour and shape. But the best way to identify a lion is from their whisker spots. These are found on either side of their face and remain unchanged throughout their life.

Our big cat sanctuary in South Africa is currently home to 12 lions rescued from zoos, circuses and the wild animal pet trade. Can you tell these three male lions apart? Below are pictures of Nelson, Jerry and Sinbad, with close-ups of their whisker spots. Which lion is which?



#### How it works:

Find the top complete row of spots.



There is then a few spots above this (up to five) – these are used for identification.



#### Do you want a hint?



IF YOU ARE AGED 13 OR UNDER PLEASE ASK PARENTAL PERMISSION TO FOLLOW BORN FREE ON SOCIAL MEDIA

Please do not reply to this email. If you would like to contact us please [click here](#)

Photos: [georgegain.co.uk](#)