



The Maui Times



Edition 1

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FREE

"It would be tragic to lose these beautiful creatures! Please act to help avoid this happening." - UK

"I used to surf with these dolphins, how wrong is the world when we can't see the importance and value of nature, animals and life!" - **Western Australia**

"Help save our beautiful Maui dolphins. Extinction is forever. This NZ government refuses to tread on fishermen's toes whose nets are picking off the Maui one by one. The NZ government isn't listening and the fishing industry denies all responsibility! McDonald's drop New Zealand fish from your menu, until the dolphins are properly protected." - **New Zealand**

"I have lived in New Zealand and was privileged to see the dolphins." - UK

"Disgusted with the lack of ethics. Get with the program New Zealand and McDonald's." - UK

"It would cost relatively little to save precious species. Extinction is forever. Please do the honorable, ethically right thing." - UK

"Years ago while in New Zealand two friends and I had the amazing experience of surfing along with two Maui dolphins for about two hours that felt like ten minutes. We share waves with them and interact in such a way that that the experience has changed us forever and we will never forget. Gus wrote a letter to a surf mag (don't remember which one) narrating our experience and it was published. Today there are less than 50 individuals and it just breaks my heart. Please take a minute of your time and sign this petition to save the rarest dolphin on earth." - **New South Wales**

"Extinction is sad. Help these little guys by signing this petition. It might not be too late." - **Washington**

"The world is watching. Show some leadership and protect these creatures." - UK

"Dear New Zealand friends, Please, please protect the beautiful Maui dolphins. Thank you." - **Pennsylvania**

"Please help save these intelligent, caring creatures!!!" - **Ohio**

"Stop exploiting our natural wildlife for your financial gain please stand up to the government!" - **New Zealand**

"I will boycott all places that support this." - **Ontario**

"McDonald's you have a public and moral need to prove your compassion to these dolphins.. You earn millions of dollars from the sale of fish products and need to ensure that your choices are proven sustainable." - **Ontario**

"Stop please. No more New Zealand fish." - **Tennessee**

"Please help save these intelligent, caring creatures!!!" - **Ohio**

"So few Maui's left - they are extremely endangered - you need to help protect them!" - UK

"Please! Do the right thing." - **Georgia**

"McDonald's I hope you'll embrace the opportunity to help save these beautiful creatures. Thanks!" - **New Zealand**



World Cetacean Alliance

"The World Cetacean Alliance urges the New Zealand Government to take the right action to protect and save the Maui's dolphin from extinction! Our membership fully support the campaign to boycott NZ fish products as part of the effort to raise public awareness around the world"



NABU International Foundation for Nature

NABU International Foundation for Nature "The science is clear, if nothing is done then the Maui's dolphin is gone. What's needed is action, not more research."

"Surely it is time for humans to PROTECT species, not continue to wipe them out completely?" - **Queensland**

"This is a national disgrace we need to stand up and make a change." - **New Zealand**

"You need to tell these people to stop what is wrong, and be totally responsible for everyone's sake!!" - **New Jersey**

"Please McDonald's do the right thing and drop New Zealand fish. You can make a positive difference." - **South Africa**

"Losing even one of these intelligent animals is shameful. Destroying the entire species is a crime against nature and the entire planet." - **Texas**



"The International Marine Mammal Project shares the International Whaling Commission's concerns that not enough is being done to save the Maui dolphins. We hope that the government of New Zealand recognizes the need to take immediate action in order to prevent the extinction of this important species."



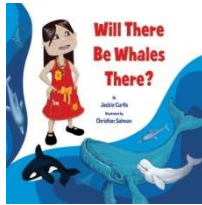
For The Love of Dolphins (FLOD)
 "With the possibility of losing these beautiful small Maui dolphins, only 42 left alive, this is URGENT. The New Zealand Government is turning a blind eye to how close they are to extinction."



Save Japan Dolphins Australia
 "It is beyond irresponsible that the New Zealand Government continue to fail Hector's and Maui's dolphins. Years of IWC, Scientist and advocate calls for full protection of these unique dolphins have been totally ignored. If full habitat protection is not implemented immediately we will lose this species forever. New Zealand must act now!"



"Black Cove is disgusted with the inaction of NZ officials in steps necessary for the protection of Maui's Dolphins. The government has let them down and is responsible for the species' probable extinction. From 1,800 dolphins to less than 50 in 50 years! The government needs to act on multiple years of IWC recommendations to protect Maui's entire habitat, immediately!"



Jackie Curtis, Author of Will There Be Whales There?

"As someone who firmly believes in conservation and our human responsibility to the natural world and planet that we live on, I can't tell you how upsetting learning about the plight of the Maui's and Hector's dolphins in New Zealand's waters, is. I had always believed New Zealand was a country that prided its self on a well established reputation of being a nation that put nature and its conservation high on the priority list. This idea was well and truly supported by the marketing campaigns New Zealand ran, with catch phrases like 100% Pure airing in Australia saturating our impression of what we should expect from New Zealand as tourists and also as consumers of New Zealand products. Upon learning about New Zealand's fishing industries, deception and mismanagement of fisheries that claim to understand the value of

conservation and sustainability, coupled with the New Zealand's government decisions to ignore concerns raised not only individuals and organizations within NZ but also internationally including large organizations such as the IWC and apply only barest of protections for the world's smallest dolphins, I have made the decision to not purchase any seafood products that originate from New Zealand as I will not support or partake in an industry that is aiding the extinction of the Maui's dolphins. I have also now lost my enthusiasm to travel to what I once believed was a shining example of how to get it right where conservation is concerned and a Mecca for the avid nature traveller, something which goes beyond the word disappointing."



Blue Cove Days

"New Zealand continues to fail in providing any proactive and decisive actions towards protecting the critically endangered Maui Dolphins from their gill nets and trawler fishing. This species needs protection now through the immediate ban of all gill net and trawler fishing in waters that they inhabit in. Continuing to ignore such a crisis will inevitably lead to the extinction of the Maui Dolphin, any more inaction from NZ officials should now lead to a boycott on Fish caught in NZ waters, and organisations such as McDonalds need to take a stand by refusing to purchase and sell anymore fish caught from NZ waters."