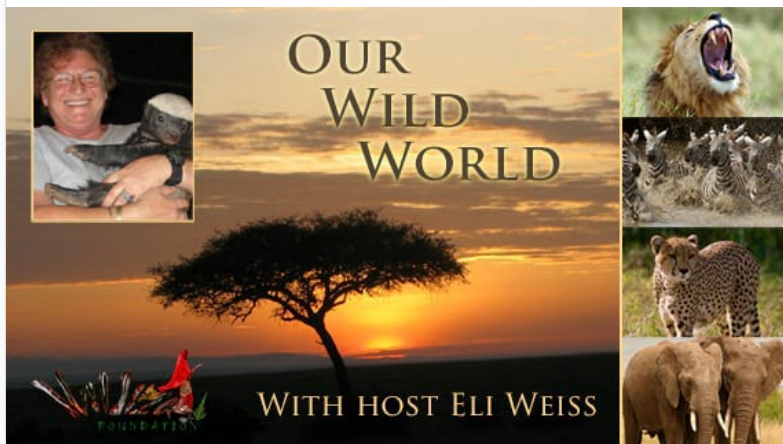


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**Our Wild World**  
**Monday at 8 AM Pacific**  
**November 09th 2015: Selling Conservation with Peter Knights WildAid**

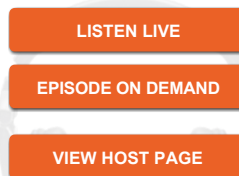
The mission, to end the illegal wildlife trade in our lifetimes by stopping the demand for wildlife products. Today, we must globally engage as many individuals on as many levels as possible, to sell wildlife awareness as a lifestyle choice. Focused on a single message "When the buying stops, the killing can too" Peter Knights and WildAid have created the first of its kind advertising campaign that brings hundreds of people around the world together. Through sophisticated marketing combined with hundreds actors, athletes, musicians and spokespeople, Peter and WildAid have created an internati

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### Featured Guest



#### Peter Knights

Peter has served as Executive Director of WildAid since its founding in 2000. He was formerly a program director working on illegal wildlife trade with Global Survival Network and a senior investigator for the Environmental Investigation Agency. He specialized in conducting global on-site investigations and campaigned against the trade in wild birds for pets and the consumption of endangered species in traditional Chinese medicine. In 1996 while working across Asia, Peter created the first international program aimed at reducing demand for endangered species products, receiving an Associate Laureate of the Rolex Award for Enterprise for his work. He initiated the Marine Protection Program

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