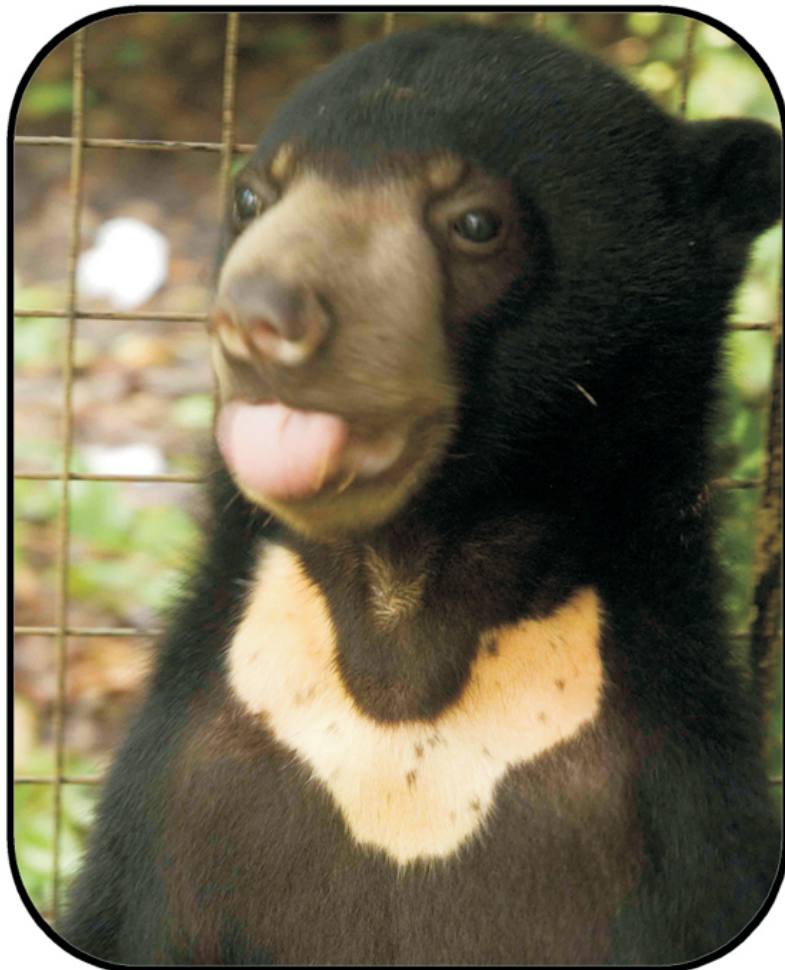




ADOPT A SUN BEAR



CERAH

Age: 2 years old Distinctive Markings: White spot on her throat
Favourite Food: Honey
Date of profile: 16 June, 2009

The Story of Cerah

Cerah is a female sun bear cub that was rescued in June 2007, at the age of 8 months, and brought to the Bornean Sun Bear Conservation Center (BSBCC) in Sabah, Malaysia. Her story is typical for a captive bear cub in Borneo – her mother was killed by a poacher, who sold her body parts for profit and captured the helpless baby bear for the pet trade.

Already, Cerah is a very special sun bear at BSBCC. In fact, she is a movie star! She is featured in the upcoming film *BEARTREK*, together with sun bear biologist and founder of BSBCC, Siew Te Wong. In the film, Cerah plays an orphaned cub that is being reintroduced back to the rainforest, giving her a second chance at life as a wild bear. This is the mission of the BSBCC and our true hope for Cerah. Right now, Cerah is too young to go back to the forest without a mother. So she will be cared for at BSBCC until she is ready. Cerah rooms with two other young cubs, Jelita and Suria, and they enjoy each others' company immensely. She is fed a variety of local juicy fruits, dog kibble and rice, and enjoys receiving special treats like honey and coconuts. And just like human kids, Cerah loves to play. She spends most of her day playing with Suria and Jelita, enjoying water baths, climbing, play fighting and learning how to be a young bear. Soon, her education about the forest will begin, and she will be taught to climb trees and find food in the forest. When she is ready, she will be reintroduced back into her rainforest home, and will contribute to the health of the local sun bear population.

"Cerah" is a local Malay name meaning "bright." Now that Cerah is safely at BSBCC, we hope that she will once again have a bright future, despite her unfortunate start to life. But Cerah and the other orphans still need your help! The orphans remain confined in indoor cages with no access to the outdoors until BSBCC can complete construction on a new bear house with large outdoor forest enclosures. BSBCC needs funds to complete these new enclosures and to care for and rehabilitate the bears so that Cerah and the others can once again touch natural ground and begin their journey back to their forest home!

Please help Cerah! Please help the sun bear!

You can adopt Cerah with a monthly gift at one of the following levels:-

- \$20 will buy food for Cerah for a week**
- \$80 will buy food for Cerah for a month**
- \$150 will provide enrichment (toys/treats) for one year**
- \$200 will build her a sleeping basket**
- \$500 will help build part of her new forest enclosure**
- \$1000 will help build part of her new bear house**

Please make all checks payable to
The Alexander Abraham Foundation
232 East 62nd Street
New York, NY 10021
+1.646.797.1407
info@alexabrahamfoundation.org

or
Donate via Paypal

Bornean Sun Bear Conservation Centre
is a joint project between
Sabah Wildlife Department, Sabah Forestry Department and LEAP

