



# NEWSLETTER

A BRAND OF APOPO

WWW.HERORAT.ORG

HERORATS SAVE LIVES AND LIMBS

## DECEMBER 2010

### Holiday greetings from the HeroRAT team!

On behalf of all the team at APOPO, we wish to extend a huge hero-sized thanks to you for following our life-saving work in 2010. We're so grateful for your ongoing support and appreciation for our heroes!



### Look how far we've come...

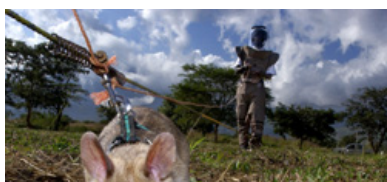
It has been a productive year, and our HeroRATs are becoming more known for their sniffing abilities all over the world. Here are a few highlights from some of the places we've appeared throughout the year:

- Economist Magazine [YouTube feature on HeroRATs](#) as landmine and tuberculosis detectors
- Nick Kristof's heartfelt [New York Times article](#) suggesting our super-macho, bomb-sniffing rats as a meaningful gift for Father's Day
- A catchy [HeroRATs tune](#) developed by creative musical genius, Parry Gripp, viewed on YouTube by over 125,000 people
- CNN writer Elliott C. McLaughlin interviewed some of our team for a [feature on the CNN World](#) website, recommended on Facebook by over 10,500 readers!
- [Alvin's Guide to Good Business](#) aired on BBC World, giving insight into the work of our heroes in Tanzania and Mozambique
- AFP produced a [news video of our heroes in action](#) at APOPO's Tanzanian headquarters
- A spectacular [collection of HeroRAT images](#) by Yasuyoshi Chiba / AFP, featured online in The Telegraph
- Our Founder [Bart Weetjens' TEDx talk](#) is now on [TED.com](#)!
- Plus a steady stream of HeroRAT activity on [Twitter](#) and [Facebook](#), so make sure you connect with us there for future updates too!

## 2010 Progress: The Year in Review

### HeroRAT Training

The HeroRAT landmine-detection training program is constantly being refined to get our rats hero-ready even faster at our Center of Excellence in Tanzania. In total, we currently have 195 rats in various stages of landmine detection training or accreditation procedures.



### Mozambique: Mine Action

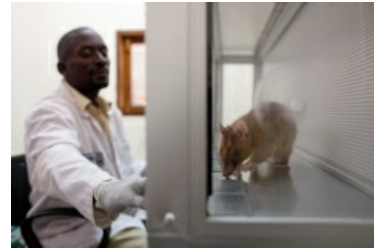
Our Mozambique Mine Action team has made a huge impact in land clearance this year – with over 792,893 square meters of land returned to the local population! In doing so, the HeroRAT team has found 860 landmines, 374 unexploded ordnance and



6,216 small arms and ammunitions. That's a lot of TNT! Not only have countless landmine-related accidents been avoided, but barriers restricting development in affected communities have been lifted, and people are free to move about their land without fear.

### Tanzania: Tuberculosis Detection Research

In Tanzania, our HeroRAT team at the Tuberculosis (TB) detection center has been busy sniffing away to save lives. In 2010, our TB-detection heroes have so far discovered over 594 TB-positive patients who were initially missed by traditional diagnostic methods. As a result of these tireless efforts, more patients can begin their life-saving treatment sooner, thus significantly reducing the spread of TB. In fact, using projections from the World Health Organization, we have helped to prevent at least 5,940 new cases of TB this year alone!



### Breeding a new generation of HeroRATs

On a lighter note, our breeding couples have thoroughly enjoyed the improvements that were made to our HeroRAT breeding program earlier this year. They have shown their appreciation by increasing the number of births this year to 148 baby rats – our future heroes!

### Mine Action Expansion and New Research Applications

We are working on expanding our mine action work into Angola and the Democratic Republic of Congo in Africa, as well as embarking on a new continent – Asia – for initial landmine survey work along the Thai-Cambodian border. Initial visits by members of the APOPO team have already taken place, in preparation for setting up and getting started in these new countries.

Our Remote Scent Tracing research program will also expand next year to look at other scent detection possibilities. Our research and development team has a number of new proposals in the pipeline for the many potential applications of this work. We'll keep you posted along the way as plans for future applications continue to be developed and refined.



### Contribute to our cause: Adopt a HeroRAT

Our Adopt-a-Rat Program has seen a great deal of support this year, with more and more of you taking action to help us save lives and limbs in communities in need!

**Don't forget:** our deadline for Holiday Gift Adoptions is 18 December, simply to guarantee delivery of your gift recipient's HeroRAT adoption materials before 25 December.

Of course you are most welcome to adopt one (or more!) of our HeroRATs anytime after 18 December, and we will do our best to send your adoption materials as soon as we can! Please visit our [Adopt-a-Rat webpage](#) for more details, or email the HeroRAT team at [herorats@herorat.org](mailto:herorats@herorat.org).

### Thank YOU and Happy Holidays!

Thank you so much to everyone who has contributed to our cause



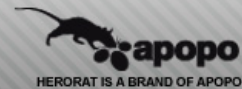
throughout 2010: we feel truly honored to have such a warm-hearted and dedicated group of supporters.

We are very proud of the work our HeroRATs and their human colleagues do: it saves lives and limbs, returns land to communities, and gives hope for a future of peace and freedom. And it is people like you who help to make it all happen!



On behalf of APOPO and the HeroRATs, we send you warmest wishes for a safe, happy and peaceful holidays, and a wonderful start to the coming year.

With gratitude,  
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HeroRAT is a campaign of APOPO   
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