

JOIN THE

MY RHINO FRIDAY

MOVEMENT



RATIONALE of the logo EISH! (What does it mean?)

The word EISH! is an African slang word used in South African English and Afrikaans to express exasperation or disbelief. The word was first transliterated from the Xhosa language to Afrikaans, and then into South African English. Eish (aysh) - Used to express frustration or outrage.

The word EISH! is featured as the main design element, expressing the outrage and shock people feel when a rhino is slaughtered for its horn. The red exclamation mark, depicts the severity of the act and the blood shed every time a rhino is poached. Both the black and white rhino features on the design.

Either a black or white rhino enters the word EISH! - as the rhinos exits EISH! their numbers decreases until there is none left - basically what will happen if there is not a drastic turn in events. We need to A.C.T. before the rhinos becomes extinct.

Designer - Debbie Marx



Say EISH!

By simply buying a shirt and proudly wearing it every Friday, you not only will be creating awareness of the rhino cause, but EISH! will donate **R15** from every shirt you buy to the African Conservation Trust.



ORDER YOUR SHIRT ONLINE TODAY

<http://www.eishrhinos.co.za>

Saving the rhinos **one shirt at a time**