

**B&V for empath-e Limited**

**PRESS RELEASE: Moonstruck Exhibition, 24 – 28 April, Menier Gallery, London**

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## **empath-e Limited – the art of saving Moon Bears**

**empath-e Limited is totally Moonstruck by Moon Bears. In fact, this Hampshire-based CRM solutions provider is the exclusive sponsor of the Moonstruck Exhibition 2012, a display of Moon Bear artwork & sculptures by Richard Symonds and Suzie Marsh at the Menier Gallery in London, 24 – 28 April 2012.**

To be opened by Jill Robinson, MBE, founder of the Animals Asia Foundation, and the actor Brian Blessed, all proceeds will go towards the rescue and rehabilitation of approximately 14,000 Asiatic black bears, better known as Moon Bears after the pale, crescent-shaped moon on their chests.

Incarcerated in crush-cages for up to 30 years on bile farms run by major pharmaceutical companies and wealthy businessmen, they are milked daily of their bile, through open, infected wounds or rusty catheters, for the Traditional Chinese Medicine trade.

Passionate about the plight of these gentle, playful creatures, empath-e directors, Mike and Tracie Spragg, have already raised £20,000 for their nominated charity. The couple has also recently completed a fundraising, 5-day, 77-km trek in China on behalf of this persecuted species, culminating in a visit to the Moon Bear Sanctuary in Chengdu:

*“We are fully committed to supporting Animals Asia and its life-saving efforts on behalf of Moon Bears in China and Vietnam – which includes the education of consumers. Physically and psychologically ravaged, every bear brought into the sanctuary requires a minimum of £665 to be spent on veterinary costs just to remove the diseased gall bladder, let alone any further diseases and conditions that may need treating. Each bear then goes into a recuperation programme individually designed to integrate them within their new environment.*

*“We recommend visiting this remarkable exhibition and defy you not to be moonstruck by moon bears, too! Exclusive artwork & sculptures will be available for purchase during the exhibition, with the added satisfaction of making an invaluable contribution towards ending this barbaric practice.”*

**- ENDS -**

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empath-e Limited is a certified Sage Plc Business Partner and a leading provider of Customer Relationship Management (CRM) and associated business systems within the UK & Europe.

For further details about Moonstruck 2012 visit [www.empath-e.com/moonstruck](http://www.empath-e.com/moonstruck)  
For full information on Animals Asia visit <http://www.animalsasia.org>