

Awareness of Ansett Australia as an international airline increased from 20% to 25% in the first month of the campaign.

The March international sale, themed around 'tiger saving deals' was the most successful international sale to date with a 50% increase in sales compared to last year's promotion.

Save on fares and help save the tiger.



Join us and help save our wildlife.



World Wide Fund for Nature.

World Wide Fund for Nature (WWF) is the world's largest and most experienced non-governmental conservation organisation. Since its foundation in 1961, it has been involved in more than 11,000 conservation projects in over 150 countries.

WWF's ultimate goal is to stop the degradation of the planet's natural environment and to help build a future in which the needs of all are met in harmony with nature. It aims to achieve this through a three-pronged approach to conservation: policy, education and research.

In Australia WWF's work focuses on the conservation of threatened habitats and the endangered species found in our unique wetlands, grassland and forest ecosystems.

WWF focuses on five broad strategies to address Australia's conservation challenges: protecting endangered species and habitats; combating illegal wildlife trade; promoting sustainable use of the world's resources; reducing land, sea and air pollution; and educating communities to manage their natural resources.



How you can help

The rate of destruction of the environment is accelerating, placing the entire natural world at risk of survival, and in turn our own, is facing challenges we face.

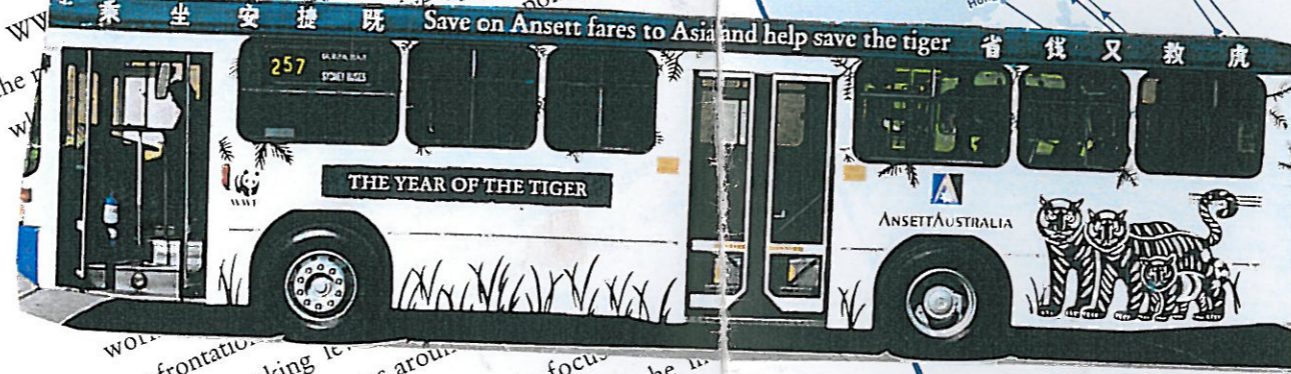
If you would like to play a difference simply complete overleaf today or phone to



Fly to the rescue.



Ansett Australia is proud to support World Wide Fund for Nature in the Year of the Tiger



Ansett Australia flies internationally into seven Asian destinations. For more information simply call your travel agent or Ansett Australia or 13 14 14

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Save on fares and help save the tiger.

省 钱 还 可 行 善 拯 救 老 虎 于 绝 境	<p>Hong Kong 4 nights from \$959</p> <p>Kuala Lumpur 5 nights from \$849</p>	<p>Shanghai 4 nights from \$949</p> <p>Japan 5 nights from \$1399</p>	省 钱 还 可 行 善 拯 救 老 虎 于 绝 境
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50% bonus Global Rewards Points and a bonus fare to one of a selection of domestic destinations for only \$129*

1998 is the Year of the Tiger. Yet sadly the world has never been closer to losing one of nature's most magnificent creatures - forever. With fewer than 7,000 tigers left in the wild, Ansett Australia is committed to supporting World Wide Fund for Nature (WWF) and highlighting the plight of the tiger with Great Tiger Saving Deals. So when you fly with Ansett Australia, you can save on fares and at the same time help save the tiger. Join Ansett Australia and the WWF so that 1998 is not only the Year of the Tiger but is a year for the tiger. Telephone your Travel Agent or Ansett Australia on 13 17 67.



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Prices are from Sydney, Melbourne and Brisbane and are subject to change. Prices are per person. For travel from 19 April-19 June 1998. Taxes are not included. Domestic fare offer and bonus points only available in conjunction with the purchase of special international fares for travel 21 July-11 September 1998 and conditions apply. Bonus points do not apply on domestic services. Bonus points are subject to the terms and conditions of the Global Rewards program. Sale ends 21 April 1998.

THE YEAR OF THE TIGER 虎

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省 GREAT TIGER SAVING DEALS 省

Fly to the rescue.

ANSETTAUSTRALIA

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乘坐安捷既省钱 GREAT TIGER SAVING DEALS 又能救虎于绝境

1998 is the Year of the Tiger. Yet sadly, it is a year when the world has never been closer to losing one of nature's most magnificent creatures - forever. With fewer than 7,000 tigers left in the wild Ansett Australia has committed to supporting World Wide Fund for Nature (WWF) and highlighting the plight of the tiger with Tiger Saving Deals. When you fly Ansett Australia you will be helping to save the tiger - and saving on fares. Your support is vital in helping WWF to protect the environment and its wildlife. You can make a donation or become a member of WWF by calling 1800 814 401, and you will be helping to make 1998 the Year for the Tiger.

WWF is the world's most experienced conservation organisation whose ultimate goal is to stop and eventually reverse, the accelerating degradation of our planet's natural environment. Renowned for award winning service, Ansett Australia flies internationally into seven Asian destinations.

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