

# The Client: Relephant

Client Logo:



Relephant is a concert event put on by the non-profit organization World Elephants. World Elephants are leading the fight in stopping the poaching of elephants for ivory. They work on the ground in Africa with locals to protect the gentle giants of the safari. The purpose of the Relephant event is to raise awareness and money toward fighting the devastation caused by poaching in the African safari. The concert will be located in San Bernardino California at the Glen Helen Amphitheatre.

## Target audience of the client:

Age: 21-38

Gender: Either

Location: California

Job: College or young professionals

Interests: environmental conservation and music