

# THE ITGEL FOUNDATION



*Protecting Mongolia's Cultural and Environmental Legacy through Grassroots Projects*

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## **PRESS RELEASE**

*For immediate release*

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## **FOR MONGOLIAN REINDEER HELP COMES FROM NEW JERSEY**

*Pharmaceutical company donates products for relief efforts with reindeer herding community in Mongolia*

**BOULDER, Colo. – March 8, 2005**— International non-profit The Itgel Foundation celebrates the successful completion of their 5-month field season offering relief to a herd of imperiled reindeer in Mongolia, thanks to support from New Jersey pharmaceutical company, Schering Plough. In May of 2004, Schering Plough's animal health division donated a generous array of supplies to Itgel's program aimed at preserving the reindeer herd of Mongolia's Tsaatan people, one of the world's last reindeer herding cultures. The collaborative effort between Schering Plough and Itgel helped to provide greatly-needed veterinary relief to the dwindling herd depended upon by the Tsaatan people. Among the many supplies Schering Plough generously donated were NuFlor, Banamine, and Atroban. A milestone for the scientific community, this excursion marked the first time that NuFlor antibiotic was used on reindeer in Mongolia.

Having recently returned from the frozen forests of northern Mongolia, Itgel is excited to report that Schering Plough's NuFlor antibiotic had great results in the herd. Under the supervision of world-renowned veterinarian Dr. Jerry Haigh of Canada's Western College of Veterinary Medicine, reindeer with rare diseases were successfully treated. Herders eagerly monitored the results, and found that NuFlor was highly effective in treating their ailing animals. "In the first few days alone, we knew that Schering Plough had made a huge difference for these animals," says Morgan Keay, Itgel's Executive Director who was on-site for the drugs' use. Over the next few years, members of the Itgel team look forward to continued use of NuFlor and other Schering products, a prospect that the company has made possible through its sustained support of Itgel's project.

The treatments made possible by Schering Plough are one part of Itgel's project to protect the Tsaatan way of life. Training workshops and breeding programs will also help the herd recover from years of neglect and abuse which occurred during Mongolia's soviet occupation in decades past. The devastated health of the herd means an uncertain future for the Tsaatan people who rely on them for food, transportation, and clothing. But with some help, this culture, and their interdependent reindeer can be revitalized for many generations to come. Schering Plough's part in that will not go unforgotten and has already made a lasting impact for lives in the farthest reaches of Mongolia.

## **About The Itgel Foundation**

*The Itgel Foundation is a non-profit organization based in Boulder, Colorado committed to protecting Mongolia's cultural and environmental through grassroots projects. To learn more about Itgel and our accomplishments in Mongolia, please visit our Web site at [www.itgel.org](http://www.itgel.org).*

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